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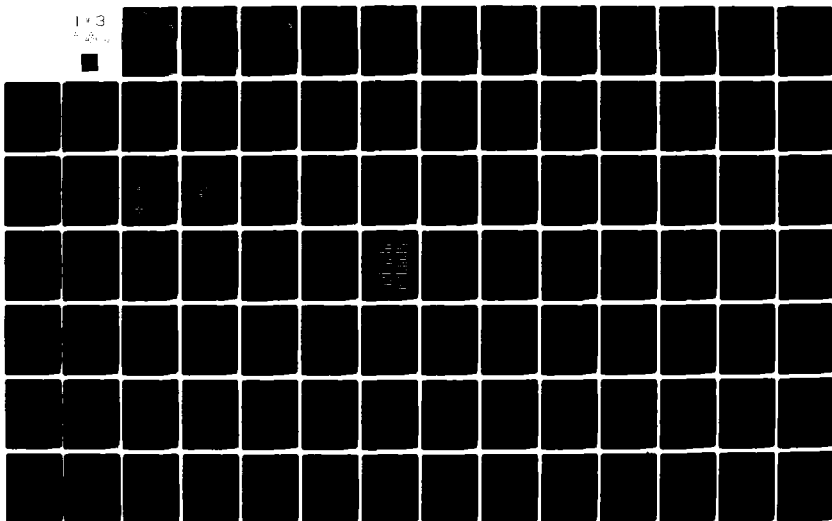
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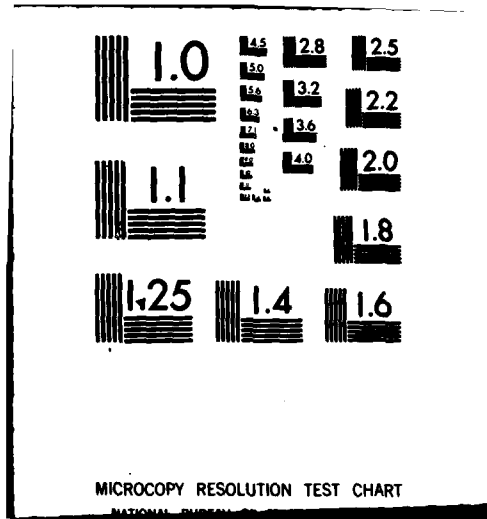
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Tracking Study

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The Department of Defense

Prepared By:

The Public Sector Research Group  
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1750 K Street, N.W.  
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March 1980

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## INTRODUCTION

This report covers the ninth wave of the Youth Attitude Tracking Study. The rationale for conducting this study as well as the survey design and objectives are described in the Introduction to the report of the first wave (Fall 1975). For the reader's convenience, the following comments about the study's background and objectives are reprinted from that report.

### Background and Objectives

There are a number of factors that are related to a young man's decision to enlist in a military service. Factors such as national unemployment and regional cultural environments can have a strong bearing upon enlistment. Other factors related to enlistment behavior include youth's general attitudes concerning military service and their awareness of the opportunities provided by the services. These factors, especially awareness, are influenced largely by promotion and advertising as well as the many activities of service recruiters. Youth's attitudes and awareness also reflect the impact of various other influencers, such as their peers, parents and family, teachers, coaches, counselors, and ex-servicemen.

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General attitudes concerning military service can change over time partially because the potential market of 16 to 21 year old youth changes every year as new youth enter and older ones leave this age bracket. The outcome of recruiting efforts can be influenced by altering military service attributes such as salaries, bonuses, training options, length of service, and so on. The military services can also directly influence the propensity to serve through increasing awareness of these attributes and by improving attitudes by means of promotion, advertising and recruiter efforts. Indirectly, improved awareness and attitudes can also be achieved by improving the awareness and attitudes of the influencers of potential enlistment prospects.



In order to compete effectively in the youth labor market, the Department of Defense has a continuing need to obtain current attitudinal information concerning the nation's youth. The principal purpose of this survey, therefore, is to provide the Department and the services with valid, timely, and actionable data concerning the male youth labor market on a continuing semi-annual tracking basis. This survey deals with propensity to serve in the military; effectiveness of advertising and recruiting efforts; impact of influencers; importance and achievability of certain attributes; and characterizations of youth by such factors as their demographics.

The information gathered in each of the nine waves of this study has three fundamental objectives. The first objective is to gather information that has common utility for all the military services.

Secondly, twenty-six special recruiting areas have been isolated throughout the country so that special analyses can be performed on each of them. These areas, referred to as Tracking Areas, comprise one or more geographic units of each of the services: Recruiting Detachments (Squadrons) (Air Force), District Recruiting Commands (Army), Recruiting Stations (Marine Corps), and Recruiting Districts (Navy). Each service is able to track the study variables over time within actionable geographic areas defined by recruiting boundaries of each service.

Thirdly, the study is designed to provide observations over time so that changes in attitudes and behavior can be detected and appraised, and recruiting strategies modified accordingly.

#### Study Design

As in each of the previous waves, the survey sample included 16-21 year-old males who do not have prior or current military involvement and who are not beyond their second year of college. In the Fall 1979 wave, a total of 5,187 interviews were completed.

The survey employed telephone interviewing. Respondents were selected on the basis of randomly-generated telephone numbers. Approximately 200 interviews were completed in each of the 26 tracking areas. These geographic areas account for 100% of the "military available" male population in the continental U.S. Thus, the study provides statistically valid samples for each tracking area and allows computation of total U.S. estimates.

The 26 tracking areas are as follows:

- . New York City
- . Albany/Buffalo
- . Harrisburg
- . Washington, D.C.
- . Florida
- . Alabama/Mississippi/Tennessee
- . Ohio
- . Michigan/Indiana
- . Chicago
- . Minnesota/Nebraska/North Dakota/South Dakota
- . Texas
- . Southern California/Arizona
- . Northern California
- . Philadelphia
- . Boston
- . Pittsburgh
- . Richmond/North Carolina
- . South Carolina/Georgia
- . New Orleans
- . Arkansas
- . Kentucky
- . Des Moines
- . Wisconsin
- . New Mexico/Colorado
- . Washington/Oregon
- . Kansas City/Oklahoma

In the first two waves of the study (Fall 1975 and Spring 1976) however, only the first 13 tracking areas (New York City to Northern California) were studied independently. The remainder of the country was treated as one area and was referred to as "balance of the country". The 26 tracking areas account for 100% of the "military available" in the continental U.S.

Detailed tabulations referred to in this report are given in five volumes. Volumes 1 and 2, which constitute most of the analyses, reported in this study, contain both Fall 1978 and Fall 1979 data for those questions which were the same in both waves. The five volumes of tabulations are as follows:

Volume 1: By Individual Tracking Area

Volume 2: By Enlistment Propensity Toward Active Duty in the Air Force, Army, Marine Corps, Navy and Coast Guard

Volume 3: By Schooling Status and Grades in High School

Volume 4: By Age, Race, and Quality Groups

Volume 5: By Enlistment Propensity Toward Reserves and the National Guard and by Pro-Military Index

The interviewing for this wave took place between October 1, 1979 and November 9, 1979.

### Content of the Interview

The interview focused on the following areas of information:

- (1) Respondent demographics
  - . Age
  - . Marital status
  - . Racial/ethnic affiliation
  - . Education
  - . Employment
- (2) Propensity to enlist in the military
- (3) Nature and outcome of recruiter contact
- (4) Information seeking activities about enlistment involving self, recruiters, and other influencers
- (5) Conversations with certain influencers about serving in the military
- (6) Perceived attitudes of certain influencers toward serving in the military
- (7) Assessment of the importance of job characteristics and their perceived attainability in the military
- (8) Assessment of advertising recall and slogan identification
- (9) Attitudes toward draft registration
- (10) Awareness and knowledge of Delayed Entry Program
- (11) Effect of various incentives on enlistment propensity

The study design permits the inclusion of new elements and the deletion of others from time to time. The current survey has several such changes.

The following questions appearing in the previous (Spring 1979) wave were deleted: factors mediating the decision to enlist; re-enlistment intentions; discussions with friends about enlisting; intentions of friends with respect to military service; perceived reasons underlying the perceived attitudes of certain influencers toward serving in the military; parent with whom enlistment was discussed; frequency of discussions with parents and friends about enlistment;

perceived need for draft registration. At the same time, questions concerning the following issues were added: awareness and understanding of the Delayed Entry Program; awareness of educational assistance for veterans; the relative effect of increases in starting pay, increases and changes in bonus policy, and educational assistance on propensity to enlist in the military; attitudes toward a draft registration and its effect on enlistment propensity.

These questionnaire modifications were prompted by the changing information needs of the Department of Defense and the services.

#### Analytic Comments

The following important analytic comments are reprinted from previous reports.

In such a large study, many results are likely to appear which are due solely to chance or sampling variance. In order to minimize the effect of such spurious findings, this report delineates those results which are unlikely to be due to chance or sample idiosyncrasies. Specifically, when the report indicates that a finding is significant, this means that there is less than a 5% likelihood that such a result would occur solely due to chance.

The use of stratified sampling in this study necessitates that respondents be weighted unequally. Accordingly, it is not correct to assess standard errors by methods which would be appropriate with unweighted data. When the correct procedures are applied, standard errors average 10% greater than those obtained by applying the procedures ordinarily used with unweighted data. Hence critical values for statistical significance were adjusted upwards by 10 percent in tests of significance on the national sample (See Appendix I).

Finally, the primary focus of the analysis is Fall-to-Fall changes in key measures. Nevertheless, the reader should review the previous eight reports in order to understand the pattern of the data over the full 4 year period in which this study has been conducted.

**EXECUTIVE SUMMARY**

## EXECUTIVE SUMMARY\*

### Introduction

This is a report of the ninth wave (Fall 1979) of the Youth Attitude Tracking Study. This study was initiated in Fall 1975 and is a cross-sectional tracking of youth attitudes, perceptions, and behavior with respect to serving in the military. The attitudinal and behavioral data discussed in this report are based on 5,187 randomly selected males between the ages of 16 and 21. As in each wave, the data were collected in an approximately 30 minute telephone interview. The sample was stratified in terms of 26 geographical areas (tracking areas) encompassing the Continental U.S. Approximately 200 interviews were conducted in each area.

### Major Conclusion of the Study

In the Spring 1979 wave the first statistically significant drop in propensity to join each of the Services in two years was observed. The Fall 1979 propensity data, however, are comparable to the Fall 1978 wave. Although the change in propensity from Fall 1978 to Fall 1979 is not statistically significant, the downturn in propensity observed last Spring has levelled-off.

In an attempt to explain the dynamics of propensity for military service, it has been hypothesized that real and perceived improvements in the youth job market may be contributing to declining propensity as well as actual market place behavior.

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\* It is important to note that this survey was conducted from October 10 through November 9, 1979 which was prior to the recent international events.

It has been reasoned that, for many, the military is a stepping-stone to a civilian job. To the extent that a young person can find satisfactory employment in the civilian sector, he may be less inclined to enlist. As a result, the levels of job market perceptions and reported employment have been compared with the propensity data. In recent waves both job market perceptions and reported employment have shown positive trends. This has occurred at a time when the overall trend in propensity has been downward. The relationship between these data sets, therefore, supports the hypothesis that propensity is linked to the youth job market. The Fall 1979 wave also supports this hypothesis. The levels of propensity, job market perceptions and, reported employment remained unchanged from Fall 1978.

#### National Trends in Propensity

The percentage of young men who reported positive propensity for any of the active duty services remained unchanged from Fall 1978 (28.2%) to Fall 1979 (27.6%). Positive propensity for the Air Force, Marine Corps and Army also remained unchanged from Fall to Fall. Although the current propensity for the Navy is lower than the Fall 1978 level, the change is not statistically significant. Prior to being asked how likely they are to enlist in each of the active duty services, respondents are asked to indicate what they think they might be doing in the next few years. Typically, some respondents mention joining the service. In the Fall 1979 wave, voluntary mention of enlistment did not change when compared to Fall 1978.

The propensity data for the five Fall waves are summarized below. The services are rank ordered in terms of expressed propensity. This order has not changed throughout the nine waves.



Nation Trends in Propensity

	<u>Fall</u> <u>'75</u> <u>%</u>	<u>Fall</u> <u>'76</u> <u>%</u>	<u>Fall</u> <u>'77</u> <u>%</u>	<u>Fall</u> <u>'78</u> <u>%</u>	<u>Fall</u> <u>'79</u> <u>%</u>	<u>Fall '78-</u> <u>Fall '79</u> <u>Differences*</u> <u>%</u>	<u>Decline</u> <u>Fall '75-</u> <u>Fall '79**</u>
Air Force	20.4	17.9	15.7	15.6	15.3	-0.3	-25%
Navy	19.6	16.5	15.5	14.4	13.4	-1.0	-32%
Army	18.4	14.5	12.7	11.8	11.8	---	-36%
Marine Corps	14.9	12.4	11.0	10.0	10.0	---	-33%
Any Active Duty Service	31.2	26.4	29.9	28.2	27.6	-0.6	-12%

\* The differences shown for each service are not statistically significant at the .95 level of confidence.

\*\*Represents the Fall '75 - Fall '79 difference as a percentage of the Fall '75 figure. Much of the decrease shown occurred in the first year (Fall '75 - Fall '76) of the study.

In each wave of this study, a number of behavioral and demographic variables have discriminated between individuals who express positive propensity and those who express negative propensity. As such, these variables have helped to explain, in part, the observed changes in the propensity measure. Just as propensity remained unchanged in the Fall 1979 wave, so did most of these variables. The variables that did change, however, were those most directly related to enlistment. There were no significant year-to-year increases in these variables. These following variables showed significant decrease from Fall 1978: recalled recruiter contact with any service, recruiter contact with Air Force representatives; talking about enlistment with teachers/counselors and took military aptitude test in high school.

### Differences by Tracking Areas

As in previous waves, the Southern states continue to be the strongest recruiting markets. The following tracking areas appear to be particularly good for the services: Alabama/Mississippi, Tennessee, Texas, South Carolina/Georgia, and Arkansas. The following tracking areas, on the other hand, appear to be poor recruiting markets: New York City, Michigan/Indiana, Minnesota/Nebraska/North Dakota/South Dakota, Northern California, Kentucky, and Wisconsin. In general there has been little change in the strong and weak tracking areas over time.

### Attitudes and Perceptions with Respect to Job Characteristics

For the military services to compete with other employment sectors in the economy, it is essential that the "military job" be perceived as encompassing valued job attributes. Hence, this study has tracked the value 16 to 21 year old males attach to certain job characteristics and their perceptions with respect to where these job characteristics can be more readily obtained, in military service or civilian life. The results of these questions are summarized below.

#### Positive propensity men value these job attributes most:

- Job security
- Teaches valuable trade/skill
- Developing your potential
- Enjoy your job
- Good income
- Opportunity for good family life

but, they perceive the following job attributes to be more achievable in a civilian job:

- Enjoy your job
- Good income
- Opportunity for good family life

Negative propensity men value these job attributes the most:

- Job security
- Teaches valuable trade/skill
- Enjoy your job
- Good income
- Opportunity for good family life
- Employer treats you well
- Developing your potential

These five job attributes represent advertising and recruiting opportunities for the services. The last two may be particularly useful in appealing to young men who are not now predisposed toward military service.

Active Duty Positive Propensity Respondents Target Market Profile

The demographic, attitudinal, and behavioral profile of the positive propensity individual has been fairly consistent throughout each wave of this study. He can be described in contrast to his negative propensity peers, as....

- Younger
- More likely to be non-White
- More likely to be unemployed
- Less educated
- Having a less educated father
- Having lower values on the Quality Index (a measure of educational ability)
- Believing that the military is relatively more likely to enable him to achieve certain job characteristics

- Feeling more favorable about enlisting after talking to a service recruiter
- Having had recruiter contact
- Having sought information about the military by mail or by phone
- Having discussed entering the military with parents, friends, or teachers/guidance counselors
- Feeling relatives and friends support his joining the service
- Having positive propensity for more than one service
- Having taken an aptitude or career guidance test in high school given by the Armed Services

Throughout this series of studies, it has appeared that the services may be drawing upon a fairly common pool of positive propensity men; men whose demographics, perceptions and attitudes are fairly similar. The present survey continues to support this hypothesis. This is further supported by the fact that over one-half of positive propensity youth express positive propensity for two or more services. In the Fall 1979 wave, differences between positive and negative propensity youth are general and not service specific.

#### Advertising Awareness

Awareness of recruitment advertising increased significantly from Fall-to-Fall for the Army, Navy, and Marine Corps. The increase registered for the Air Force is not significant. Awareness of the Joint Services campaign also increased significantly from Fall 1978, when awareness of this campaign was first tracked, to Fall 1979. As summarized below, there has been an upward trend in the levels of awareness for all five sources of recruitment advertising over time.

Percent Aware of Advertising by Source

<u>Advertising Source</u>	<u>Spring '77</u>	<u>Fall '77</u>	<u>Spring '78</u>	<u>Fall '78</u>	<u>Spring '79</u>	<u>Fall '79</u>	<u>Fall '78- Fall '79 Differences*</u>	<u>% Increase Spring '77- Fall '79</u>
Army	56.0	64.4	66.2	70.4	74.0	78.1	+7.7	+39%
Navy	55.3	62.0	58.1	63.9	71.5	73.6	+9.8	+33%
Marine Corps	52.1	63.0	59.9	65.1	66.0	69.6	+4.5	+34%
Air Force	49.2	59.1	54.8	60.3	62.2	65.0	+4.7	+32%
Joint Services	--	--	--	53.1	66.2	62.0	+8.9	+17%**

\* The differences shown are statistically significant at the .95 level of confidence. The Air Force is the one exception.

\*\* Represents the Fall '78 - Fall '79 difference as a percentage of the Fall '78 figure, since no data were collected prior to Fall '78.

These advertising awareness levels are, however, accompanied by significant year-to-year increases in the proportion of young men who could not recall specific copy points. As many as one-in-four young men fell into this category.

The Fall 1978 report noted a degree of incongruity between advertising content recall and job attribute attitudes and perceptions. That is, the most memorable advertising messages recalled were about the military per se rather than how an individual can benefit from the service. This was less true in the Spring 1979 wave and even less true in the present Fall 1979 wave. While the most memorable advertising messages continue to speak to the military per se, these messages are being recalled less often than in the past. At the same time, messages about valued job attributes (e.g., learning a trade, opportunities, pay) are being recalled with increasing frequency. This is a positive trend.

### Attitudes Toward Enlistment Incentives

The Fall 1979 wave of this study examined potential changes in three enlistment incentives. These were:

- Educational assistance (eliminating monthly contribution by enlistees)
- Increases in current monthly starting pay (\$50, \$100, \$200)
- Changes in the current bonus policy (\$4,000, \$5,000; and \$3,000, \$4,000, \$5,000 each with no extra year of duty required)

The information on incentives gathered in this study provides the services with guidance in addressing two key recruiting strategy issues:

- Whether proposed changes in current incentives are warranted
- Which incentives are likely to be most effective.

By way of summary, the incentive data suggest that all three incentives are likely to have some positive impact on the enlistment intentions of 16 to 21 year old males, especially those who are not predisposed to serving in the military. The three incentives do not appear to differ with respect to the magnitude of impact on enlistment intentions. That is, they tend not to differ in terms of the proportion of male youth who report that they would be more likely to enlist given the availability of each incentive. Hence, the study does not suggest that any one of these incentives is likely to be more effective than the others. Whether these incentives should be modified is discussed below in the Strategy Implications section.

### Draft Registration Attitudes

In the Spring 1979 wave, respondents were asked whether they felt that registering all 18 year olds for a military draft was necessary, and if so, for what reasons. The data suggested that there was no clear consensus among 16 to 21 year old males as to whether or not a draft registration is necessary. The present Fall 1979 survey examined the attitudes of target market males toward having to register. Specifically, two issues were examined -- whether they favor a draft registration and what, if any impact would it have on their enlistment intentions. The overall attitude of respondents in the Fall 1979 wave, was slightly negative toward registration. One-in-four males voiced approval of a draft registration, but one-half were against the idea. About one-in-four males were neutral on the issue. There were few differences among demographic subgroups on this issue.

With respect to the relative effect of a draft registration on enlistment intentions, the sample was equally divided between those for whom registration would increase their likelihood of enlisting and those for whom it would decrease their likelihood. Interestingly, over one-third of negative propensity males said that they would be more likely to consider enlisting, given military registration. Presumably, many males view a resumption of the draft as an inevitable consequence of a draft registration.

### Strategy Implications

The findings of the Fall 1979 wave provide guidance for the development of recruitment strategies aimed at increasing accessions to the active duty forces. These strategy implications are discussed below under headings: job placement, perceptions of services, indirect communications, recruiter contact and aptitude testing, and enlistment incentives. Some of these were discussed in the Spring 1979 report. The fact that they are still salient issues warrants repeating these comments.

## 1. Job Placement

The nine waves of this study suggest that the predominant motivation for joining the service is to use the military experience as a stepping-stone to a desirable civilian job, Whether or not an individual enlists may be contingent on whether he first is able to find satisfactory employment in the civilian sector. What the services must do is avoid the image of the military as the "last alternative: and create the impression that military service is at least the equal of alternatives available for a young man's first civilian job. Hence, any increased efforts to provide volunteers with military jobs that are similar to the kinds of jobs they desire might be effective. Recruiting communications and changes in recruiting procedures that address the notion of placing individuals in desired jobs should be seriously considered.

One such policy is the Delayed Entry Program. As measured in the current wave of this study, the services need to improve awareness of this program, especially among high school students.

## 2. Perceptions of Services

The service perception data continue to reveal several advertising and recruiting opportunities. Specifically, valued job characteristics viewed as more achievable in the military than in a civilian job should be emphasized in advertising and recruiting communications. These characteristics include "job security," "teaches valuable trade/skill," and "developing your potential." Stressing these job characteristics would reinforce these positive perceptions of the services. Two attributes -- "employer treats you well" and "developing your potential" -- may be particularly useful in appealing to young men who are not now predisposed toward military service. In the Spring 1979 report, it was suggested that particular attention should be given to "teaches valuable



trade/skill." Recall of this idea in service advertising had decreased significantly from Spring-to-Spring. In the present wave, recall of this copy point increased. This is a positive trend.

In an attempt to appeal to higher quality individuals who are less interested in military service, valued job characteristics viewed as more achievable in civilian life also should be stressed. Emphasizing these job characteristics could change such perceptions and, perhaps, expand the target market. Included here are "enjoy your job," "good income", "opportunity for good family life," and "employer treats you well."

### 3. Indirect Communications

This series of studies has shown that 16 to 21 year old youth are tentative with respect to their enlistment intentions. In each wave of the study, the great majority of respondents label themselves as either "probably likely" or "probably not likely" to enlist. As such, they may be unusually sensitive to the real and perceived attitudes of influential others regarding military service. The study has shown that many youth talk to their parents and friends about enlistment. Moreover, the majority of parents and friends are perceived to be not in favor of the respondents serving in the military. Hence, these findings suggest that the services should direct more attention to the role that parents and friends play in the enlistment decision-making process.

### 4. Recruiter Contact and Aptitude Testing

There are a number of important factors in the recruiting environment that the services can directly influence. Among these are recruiter contact and aptitude testing. Over time, there has been a downward trend in the reported levels of taking the ASVAB and recruiter contact with each service, except the Army. The

reasons for these declines are outside the scope of this study. The services should be attempting to understand why this is happening and to correct it.

5. Enlistment Incentives

The study suggests that some changes in educational assistance, monthly starting pay, and enlistment bonuses may be warranted. The extent of these changes may not have to be extensive. Specifically, increasing pay by \$100 a month and keeping the bonus level at \$3,000 but eliminating the extra year of service are likely to positively affect enlistment intentions. Maintaining educational assistance in its present form and increasing awareness of it also may produce positive gains. In general, more extreme changes in all three incentives are likely to produce only small increases in the proportion of youth who express positive enlistment intentions. Such changes in the incentives are more likely to produce more intense positive attitudes, especially among the prime recruiting target market.

SECTION I

NATIONAL TRENDS - FALL 1978 vs. FALL 1979

## SECTION I

### National Trends - Fall 1978 to Fall 1979

The criterion measure in this study is the rated likelihood of serving on active duty in each military service. This measure is referred to as enlistment propensity and is categorized as either being positive or negative. Section I is an examination of changes in propensity and the variables that are related to enlistment propensity. The principal time frame for the analysis is Fall 1979. The completion of this present wave marks the fourth year of this study (Fall 1975 to Fall 1979). This four year wave-to-wave time frame allows us to note whether observed changes are merely momentary effects or are indicative of underlying trends.

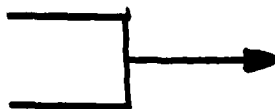
The data reported in this section are based on total U.S. data obtained from twenty-six (26) tracking areas, first during Fall 1978 and again in Fall 1979. The data have been weighted. The rationale for weighting the data as well as the procedure used are described in Appendix III. The sampling is described in more detailed Appendix II.

### 1.1 Definition of Propensity

As an attitudinal measure, propensity summarizes the degree to which young men are predisposed to joining the military.

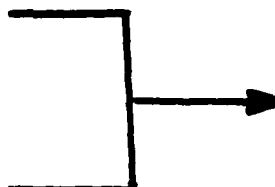
Propensity was operationally defined as follows. Respondents were asked how likely they would be to serve in the military in the next few years. The question was repeated for each of the main active duty services plus the National Guard, Reserves, and Coast Guard. A 4-point scale of likelihood was used. Respondents were classified into either having positive propensity or negative propensity based on answering the question as follows:

Definitely



Probably

Probably not



Definitely not

No answer

Throughout this series of reports reference is made to positive and negative propensity respondents, specifically, the sample of respondents is segmented into these two groups. Those in the positive propensity group are individuals who indicated positive propensity for one or more of the four active duty services. The negative propensity group is comprised of young men who indicated negative propensity for all four active duty services.

1.2 Changes in Propensity: Fall 1978 to Fall 1979

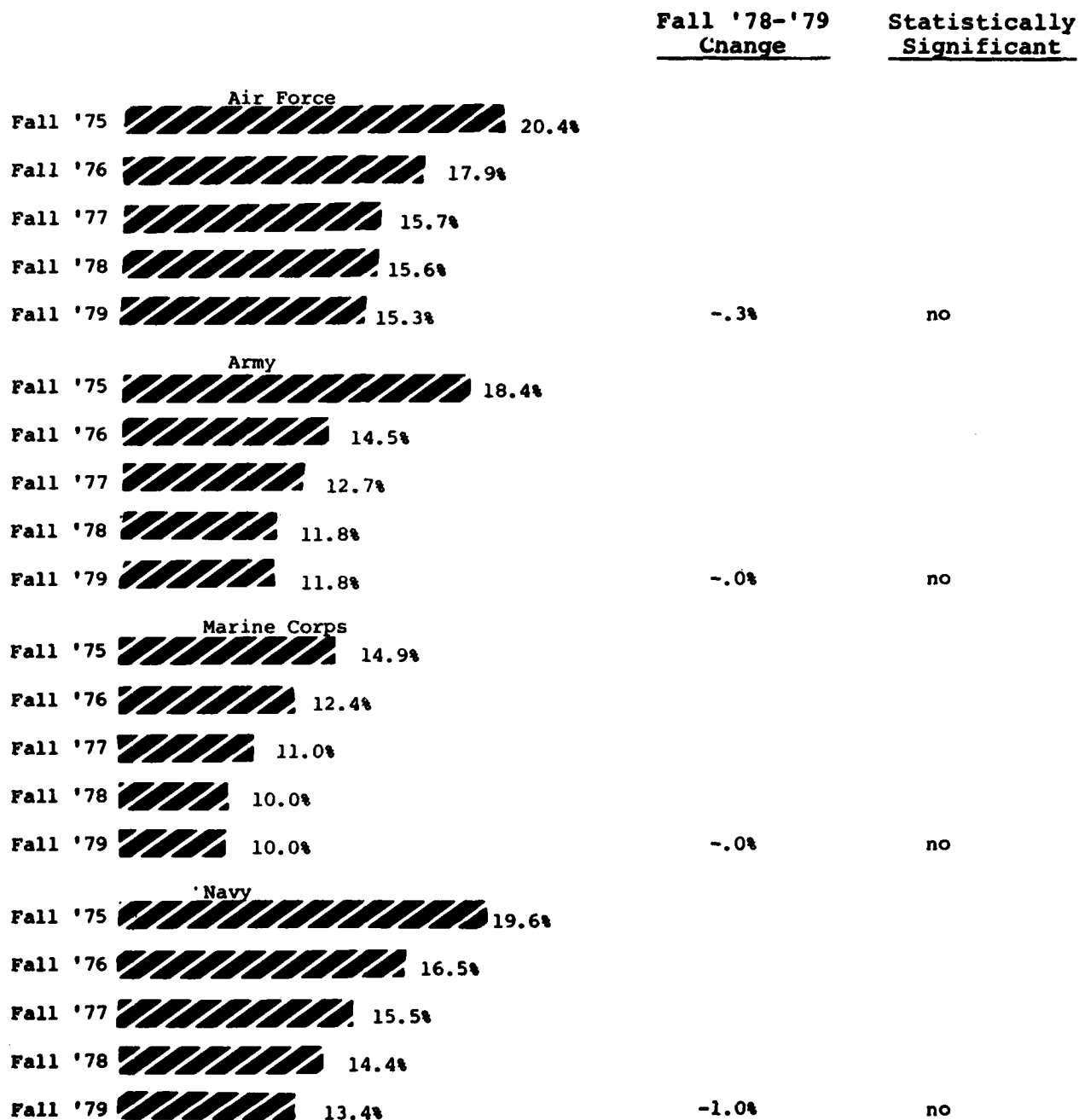
Overall, 27.6% of the respondents interviewed in the Fall 1979 wave reported positive propensity for one or more of the active duty services. In the Fall 1978 wave this figure was 28.2%. The measure of propensity for military service in general has not changed significantly from Fall to Fall. Moreover, it is comparable to the figure recorded in the Spring 1979 wave (27.0%). Hence, propensity for military service in general appears to be holding steady, after some significant up and down fluctuations observed in earlier waves of this study.

Positive propensity for each of the four active duty services did not change from Fall 1978. Only the positive propensity figure for the Navy is noticeably different (i.e., lower) from the corresponding Fall 1978 figure (14.4% to 13.4%). This decrease, however, is not statistically significant (See Figure 1.1).

Unaided mention of plans to enter military service (i.e., Pro-Military Index) remained statistically unchanged from Fall 1978 (4.7% vs. 5.0%). The index is based on asking respondents what they think they might be doing during the next few years. In previous waves of the study, fluctuations in the Pro-Military Index have paralleled changes in reported positive propensity. Hence, the correspondence between these two attitudinal measures of enlistment intentions appears to be continuing. Figure 1.2 illustrates the year-to-year levels of the Pro-Military Index.

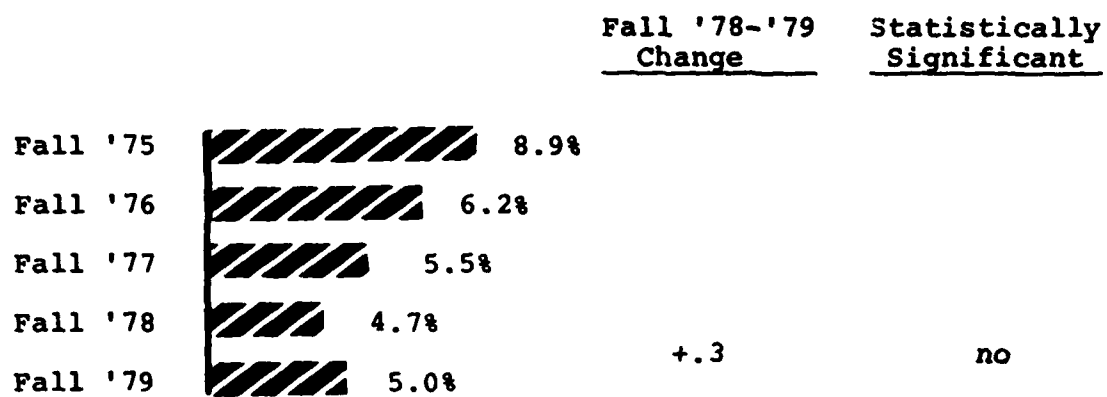
Table 1.1 summarizes the positive propensity data and Pro-Military Index data recorded in each of the nine waves of this study. The table shows that propensity to serve in the military has dropped significantly during the four-year period in which this study has been conducted. As reported in previous reports, the largest decreases occurred during the first 1 1/2 years (Fall 1975 to Spring 1977).

FIGURE 1.1  
POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES



Source: Question 5a

FIGURE 1.2  
VOLUNTARY MENTIONS OF MILITARY SERVICE  
AMONG PLANS FOR THE NEXT FEW YEARS



Source: Question 3i



From the Spring 1977 wave to the Fall 1978 wave, propensity to enlist in the military did not change statistically. Significant wave-to-wave declines, however, were observed in the Spring 1979 wave. Compared to the Spring 1979 propensity data, the Fall 1979 data are directionally upward. Hence, the downturn in propensity observed last Spring has, for the moment, levelled-off.

Finally, since the first wave of this study, the Air Force and Navy have recorded the highest levels of propensity followed by the Army and Marine Corps. Moreover, all four services have shown fairly similar patterns of change with respect to changes in propensity across time.

TABLE 1.1

POSITIVE PROPENSITY TO SERVE IN SPECIFIC SERVICES AND  
UNDAIDED MENTION OF PLANS TO ENTER THE MILITARY

	Fall '75	Spring '76	Fall '76	Spring '77	Fall '77	Spring '78	Fall '78	Spring '79	Fall '79
	%	%	%	%	%	%	%	%	%
Air Force	20.4	17.5	17.9	15.7	15.7	17.0	15.6	14.0	15.3
Army	18.4	13.1	14.5	11.8	12.7	12.4	11.8	11.1	11.8
Marine Corps	14.9	11.8	12.4	10.7	11.0	11.4	10.0	9.5	10.0
Navy	19.6	16.4	16.5	15.2	15.5	15.2	14.4	13.5	13.4
Propensity for Any Active Duty Service	31.2	24.8	26.4	29.6	29.9	31.1	28.2	27.0	27.6
Undaided Mention of Plans to Enter Military (Pro-Military Index)	8.9	5.7	6.2	4.5	5.5	4.4	4.7	4.2	5.0
Base*	(3176)	(3001)	(5475)	(5520)	(5284)	(3979)	(5199)	(5203)	(5187)

Source: Questions 31 and 5

\*Bases reported for all tables in this report and all previous reports represent weighted bases.

### 1.3 Changes in Variables Related to Propensity

The dynamics of propensity can be understood, in part, by observing the year-to-year levels of certain variables that have discriminated between positive and negative propensity groups throughout the nine waves of the tracking study. These variables are:

- . Contact with service recruiters
- . Talked about enlistment with influential others
- . Took Armed Forces aptitude test in school (ASVAB)
- . Perceived attitudes of parents regarding military service

These variables and their Fall 1978 to Fall 1979 changes are presented in Table 1.2. The following conclusions can be drawn:

1. The proportion of young men who reported having had contact with service recruiters within the past six months declined significantly from Fall to Fall. Recalled recruiter contact with any service over a longer period of time also decreased significantly. Slightly less than one-half (47.9%) of the young men interviewed reported that they had been in contact with service recruiters some time in the past. Recalled incidence of contact with recruiters from specific services, however, did not change from Fall 1978. Reported incidences of contact with Marine and Air Force recruiters increased somewhat, although not significantly. As in previous waves, about one-in-four young men reported having been in contact with an Army recruiter. The ratio for the other services continues to be about one-in-seven.
2. The reported incidences of talking to certain influential others -- friends with military experience, parents, and girl friends and spouses -- about enlisting remained unchanged. The reported incidence of talking to teachers/counselors, however, dropped significantly from Fall to Fall.

3. The reported incidence of taking the Armed Forces sponsored aptitude test in high school declined significantly from Fall 1978.
4. The proportion of young men who perceive their fathers to be in favor of their joining the military did not change from Fall 1978. The same measure with respect to mothers also remained unchanged. A similar question was posed with respect to friends. The proportion of friends who are perceived to support the respondents serving in the military is considerably smaller than the corresponding figures for parents. An interesting issue to pursue in future waves of this study would be to assess the relative importance respondents attach to different influential others with respect to their occupation decision-making. This information coupled with the perceived attitude data could provide important guidelines for recruiting strategy. For example, if friends were found to be more valued than parents, this would indicate that friends could be a significant barrier to enlistment.

Figures 1.3-1.9 summarize the reported levels of recruiter contact and having taken the ASVAB for each wave of this study. The figures reveal a downward trend in these variables over time. These propensity-related variables are those that the services can most directly affect. It is for this reason that they are highlighted in this discussion.

TABLE 1.2  
CHANGES IN VARIABLES RELATED TO PROPENSITY

	Fall			Statistically Significant
	Fall	Fall '78-'79		
	'78	'79	Change	
	%	%	%	
<u>Recruiter Contact (Qu. 8a &amp; 9a)</u>				
Past 5-6 months - any service	27.3	23.8	-3.5	yes
Ever - any service	52.3	47.9	-4.4	yes
<u>Recruiter Contact With (Qu. 9b)</u>				
Army	23.9	24.0	+ .1	no
Navy	15.2	14.8	- .4	no
Marine Corps	13.7	12.3	-1.4	no
Air Force	14.3	12.0	-2.3	yes
<u>Talked About Enlistment With (Qu. 8c)</u>				
Friends with military experience	38.2	36.2	-2.0	no
Parents	33.0	31.1	-1.9	no
Teachers/Counselors	10.8	9.3	-1.5	yes
Girl friend/Wife	15.5	16.1	+ .6	no
<u>Aptitude Test in High School</u>				
By Armed Forces (Qu. 8c)	16.4	14.2	-2.2	yes
<u>Perceived Attitudes of Parents/ Friends Toward Joining the Military (Qu. 10a, 11a &amp; 12a)</u>				
Father in favor	28.1	29.1	+1.0	no
Mother in favor	19.7	19.2	- .5	no
Friends in favor*	-	11.5	-	-
Base	(5199)	(5187)		

\*Not asked in Fall 1978.











#### 1.4 Key Demographics

The demographics of the Fall 1978 and Fall 1979 samples are shown in Tables 1.3 - 1.5. The following conclusions can be drawn:

1. The data weighting procedure used in this study eliminates any sampling differences with respect to age and race by balancing the results to known "military available" statistics. Hence, the sample in all waves are identical with respect to age and race. The data weighting procedure is explained in detail in Appendix III.
2. Reported employment among the Fall 1979 sample is comparable to that for the Fall 1978 sample. The reported levels of both full-time and part-time employment also are the same as those recorded in Fall 1978. Concomitant with the reported employment findings is the finding that the percentage of young men not employed and looking for a job also remained unchanged. This measure is always lower in the Fall than in the Spring. The current level of this figure (18.5%) is lower than it was in the first several Fall waves (1975: 26.0%, 1976: 21.5%, 1977: 20.9%).
3. Both Fall samples are identical with respect to their educational levels. There were no year-to-year changes with either reported school attendance or level of education achieved.

TABLE 1.3  
AGE AND RACE

	<u>Fall '78</u>	<u>Fall '79</u>
	<u>%</u>	<u>%</u>
<u>Age</u>		
16	18.5	18.5
17	18.5	18.5
18	17.5	17.5
19	16.6	16.6
20	14.8	14.8
21	14.1	14.1
<u>Race</u>		
White	88.3	85.4
Non-White	10.7	13.8
Refused	1.0	.9
Base	(5199)	(5187)

Source: Questions 3a and 23

TABLE 1.4  
EMPLOYMENT STATUS

	Fall '78 %	Fall '79 %	Fall '78-'79 Change %	Statistically Significant
<u>Employed (Qu. 3f, 3g)</u>	<u>65.6</u>	<u>64.7</u>	<u>-.9</u>	no
Full-time	38.8	38.8	-	no
Part-time	26.6	25.7	-.9	no
<u>Not Employed (Qu. 3f, 3g)</u>	<u>34.4</u>	<u>35.3</u>	<u>+.9</u>	no
Looking for a job	18.4	18.5	+.1	no
Not looking	15.3	15.8	+.5	no
Not specified	.5	.9	+.4	yes
Base	(5199)	(5187)		

TABLE 1.5  
SCHOOLING STATUS

	Fall '78 %	Fall '79 %	Fall '78-'79 Change %	Statistically Significant
<u>Attending School (Qu. 3b, 3c)</u>	<u>55.4</u>	<u>55.4</u>	<u>-</u>	no
In high school	39.9	39.0	-.9	no
In vocational school	2.5	2.5	-	no
In college	12.9	13.8	+.9	no
<u>Not Attending School (Qu. 3b, 3c)</u>	<u>44.6</u>	<u>44.6</u>	<u>-</u>	no
High school graduate	33.6	33.4	.2	no
Not high school graduate	10.9	11.1	.2	no
<u>Quality Index (Mean)*</u>	<u>6.30</u>	<u>6.36</u>	<u>+.06</u>	no
Base	(5199)	(5187)		

\*Combination of questions 19, 21 and 22

4. The quality index is a composite measure based on self-reported grades, number of math courses taken and passed in high school, and the science courses covering electronics and/or electricity taken and successively passed in high school. A 10-point scale is used to compute this index, as shown in Table 1.6.

Both Fall samples are identical with respect to quality index.

TABLE 1.6

<u>(High School Grades)</u>		<u>(Number of Math Courses in High School)</u>		<u>(Science Courses in High School)</u>	
	<u>Value</u>		<u>Value</u>		<u>Value</u>
A's & B's	3	None	1	Yes	2
B's & C's	2	One	2	No, not specified	1
C's & Below	1	Two	3		
Not Specified	0	Three	4		
		Four	5		
		Not Specified	0		

SECTION II

KEY RESULTS BY TRACKING AREA

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## SECTION II

### Performance Differences By Tracking Areas

The interviewing was conducted in 26 defined geographical areas referred to as tracking areas. The tracking area approach localizes the information derived from this investigation and thereby makes it possible for the individual service recruiting commands to receive feedback with respect to their performance within specific geographic areas.

This section is a discussion of the following data: propensity, recruiter contact, specific information seeking activities, job opportunity perceptions and respondent demographics. The Fall 1979 levels are shown for each of the 26 tracking areas. The data are analyzed vis-a-vis corresponding national levels. Tracking areas that deviate from the U.S. averages are highlighted.

Tables 2.1 to 2.11 summarize the key tracking area data. Interpretation of these tables has been facilitated by the following system of notation:

- Percentages that are significantly different from the U.S. average for a particular service are . . .
- CIRCLED if the entry is lower than the U.S. average
- BOXED if the entry is higher than the U.S. average

Statistical significance is based on the total U.S. figure falling beyond the range of two standard errors of the individual tracking area estimate.

## 2.1 Positive Propensity by Tracking Area

The tracking area analysis begins with an examination of the propensity data. Because the propensity measure is an index of likelihood of entering military service, the propensity data should be interpreted in a relative sense (e.g., the identification of "high" versus "low" tracking areas). Hence, the reader should not attempt to make any absolute interpretations of the propensity data. As stated in previous reports, there are various factors such as time of entry and mental and physical qualification rates that should enter into any attempt to forecast accessions based on the propensity data. Since the propensity index does not include such factors, only relative interpretations can be justified.

Figures 2.1 - 2.7 graphically present the propensity data for active duty services as well as the National Guard, Reserves and Coast Guard.

The propensity data for the four active duty services were discussed in Section I. The propensity data from Fall 1979 for the Reserves, National Guard and Coast Guard are not significantly different from figures collected in Fall 1978.

Respondents who indicated a positive propensity to serve in the Reserve components also were asked which branches of the Reserves and National Guard they would select. The data are presented in the bound tabulations that accompany this report.

Table 2.1 summarizes the propensity data for the active duty services, Reserve components and Coast Guard within each of the 26 tracking areas. Relative to national averages, the following exceptions occur:

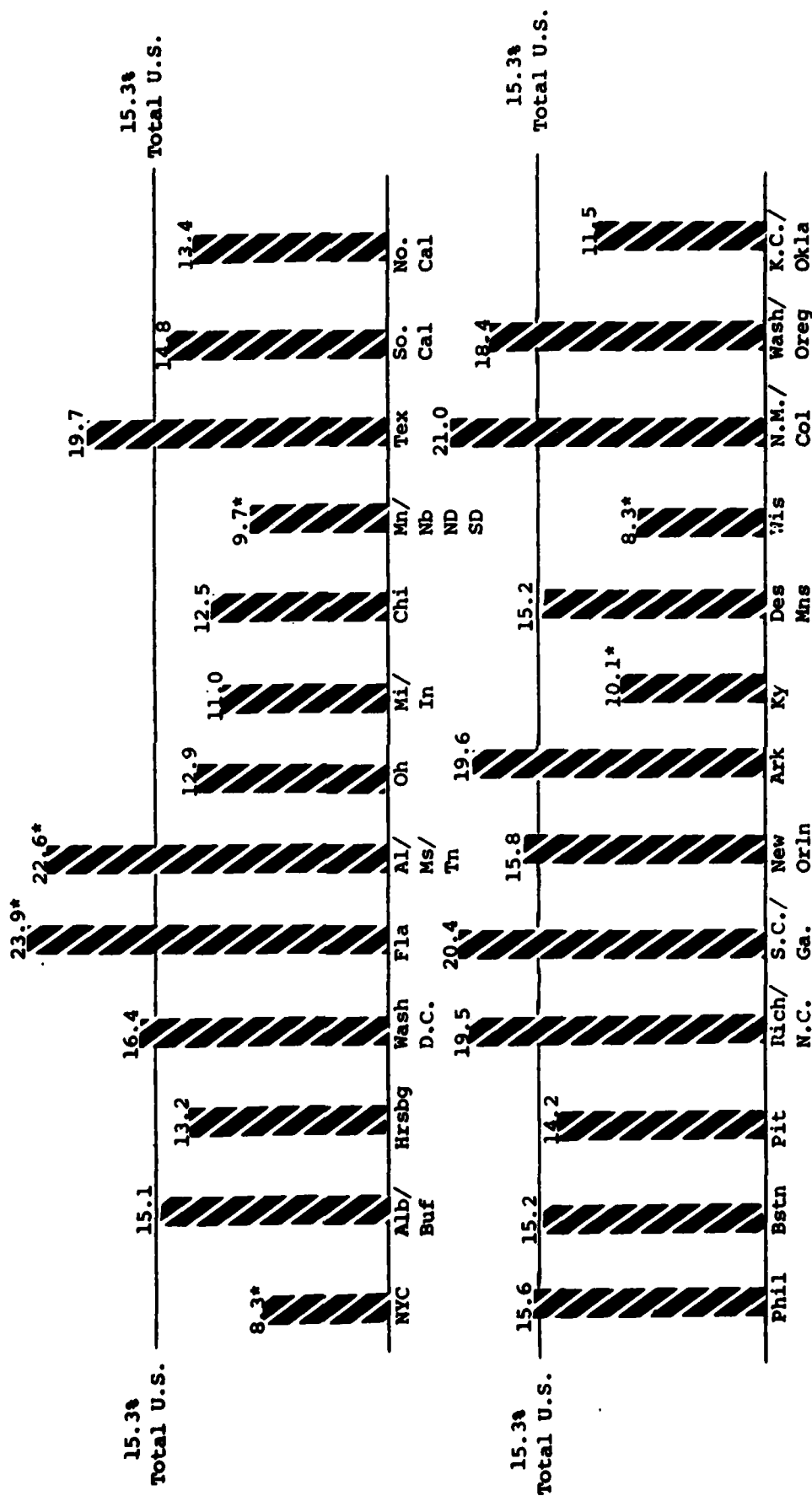


FIGURE 2.1

POSITIVE PROPENSITY LEVELS BY TRACKING AREA

AIR FORCE

(Percent respondents endorsing definitely or probably consider serving)



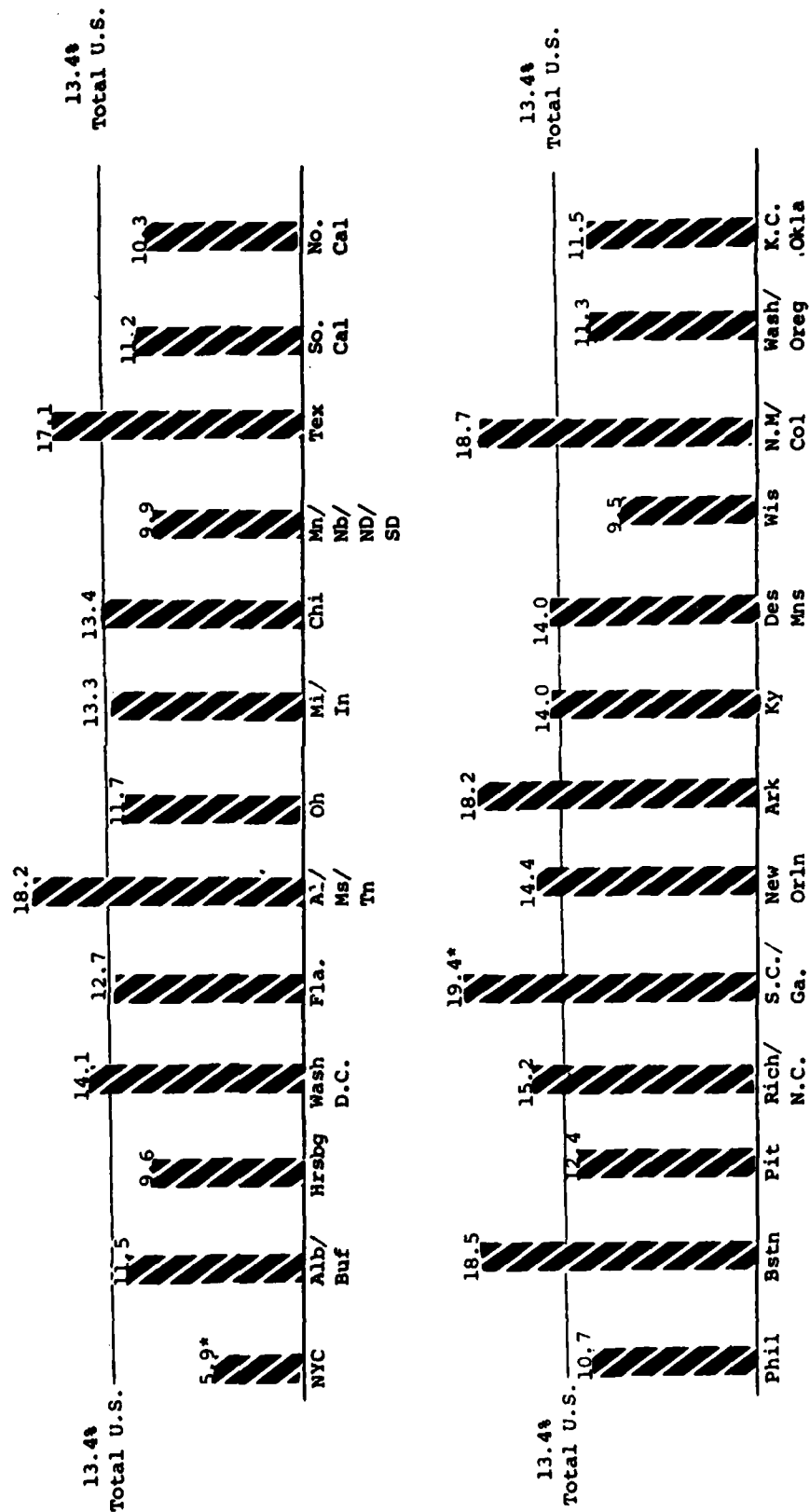
Source: Question 5a

\*Differs significantly from the total U.S.

JRE

## POSITIVE PROPENSITY LEVELS BY TRACKING AREA

NAVY

(Percent respondents endorsing definitely or probably consider serving)

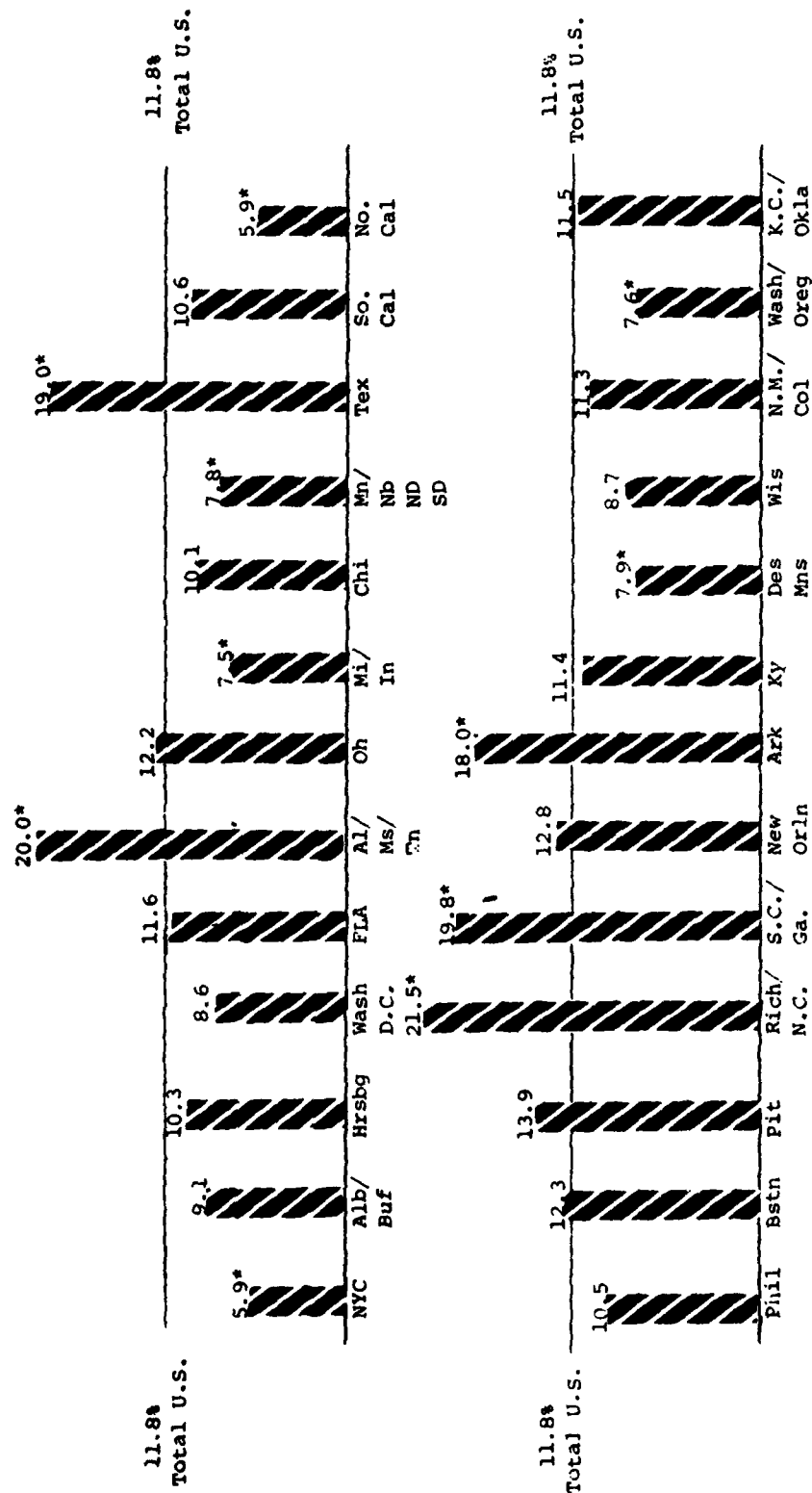
Source: Question 5a

\* Differs significantly from the total U.S.

FIGURE 2.3  
POSITIVE PROPENSITY LEVELS BY TRACKING AREA

ARMY

(Percent respondents endorsing definitely or probably consider serving)



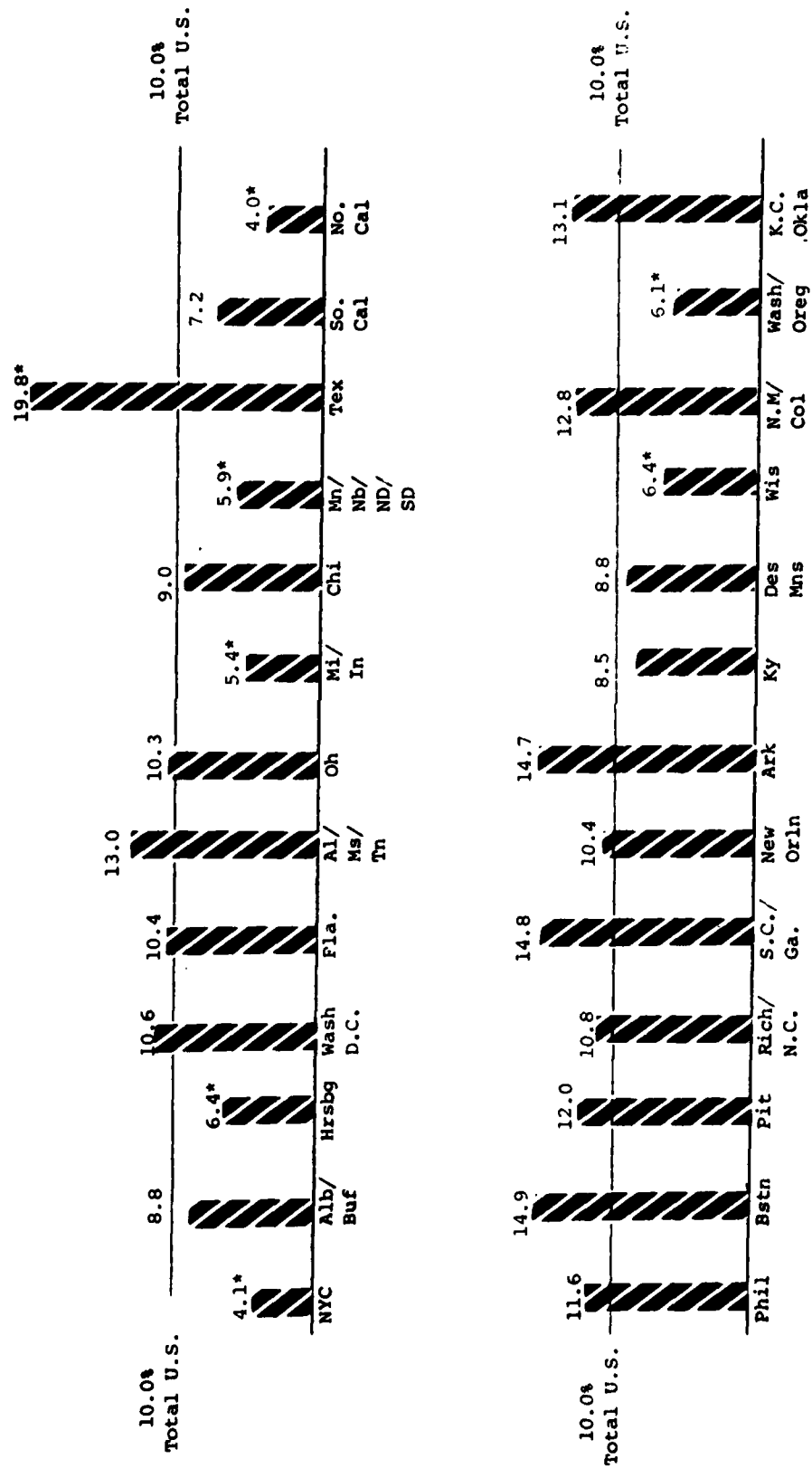
Source: Questions 5a

\* Differs significantly from the total U.S.

FIGURE 2.4

## POSITIVE PROPENSITY LEVELS BY TRACKING AREA

## MARINE CORPS.

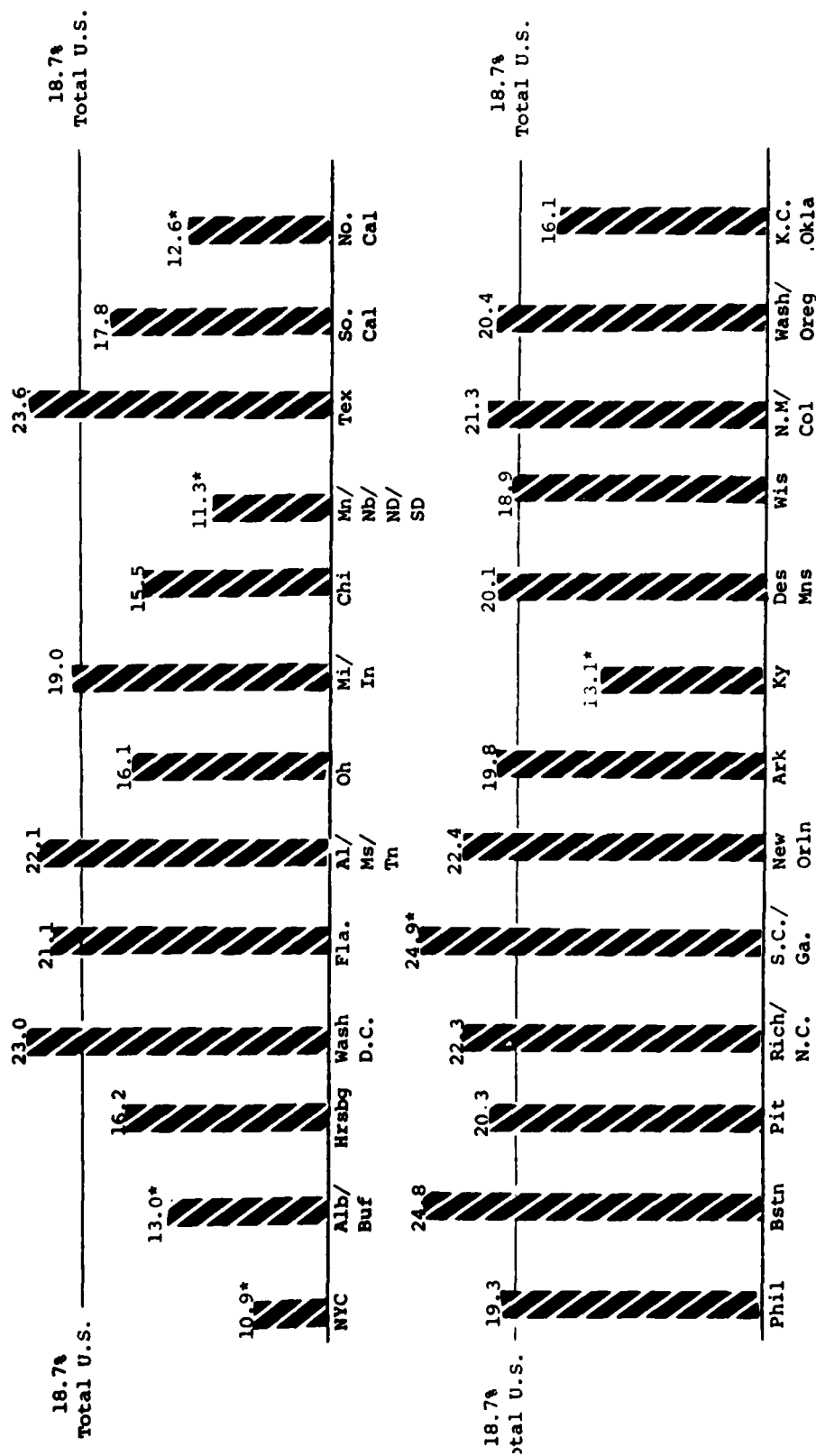
(Percent respondents endorsing definitely or probably consider serving)

Source: Question 5a

\* Differs significantly from the total U.S.

FIGURE 2.5

## POSITIVE PROPENSITY LEVELS BY TRACKING AREA

RESERVES(Percent respondents endorsing definitely or probably consider serving)

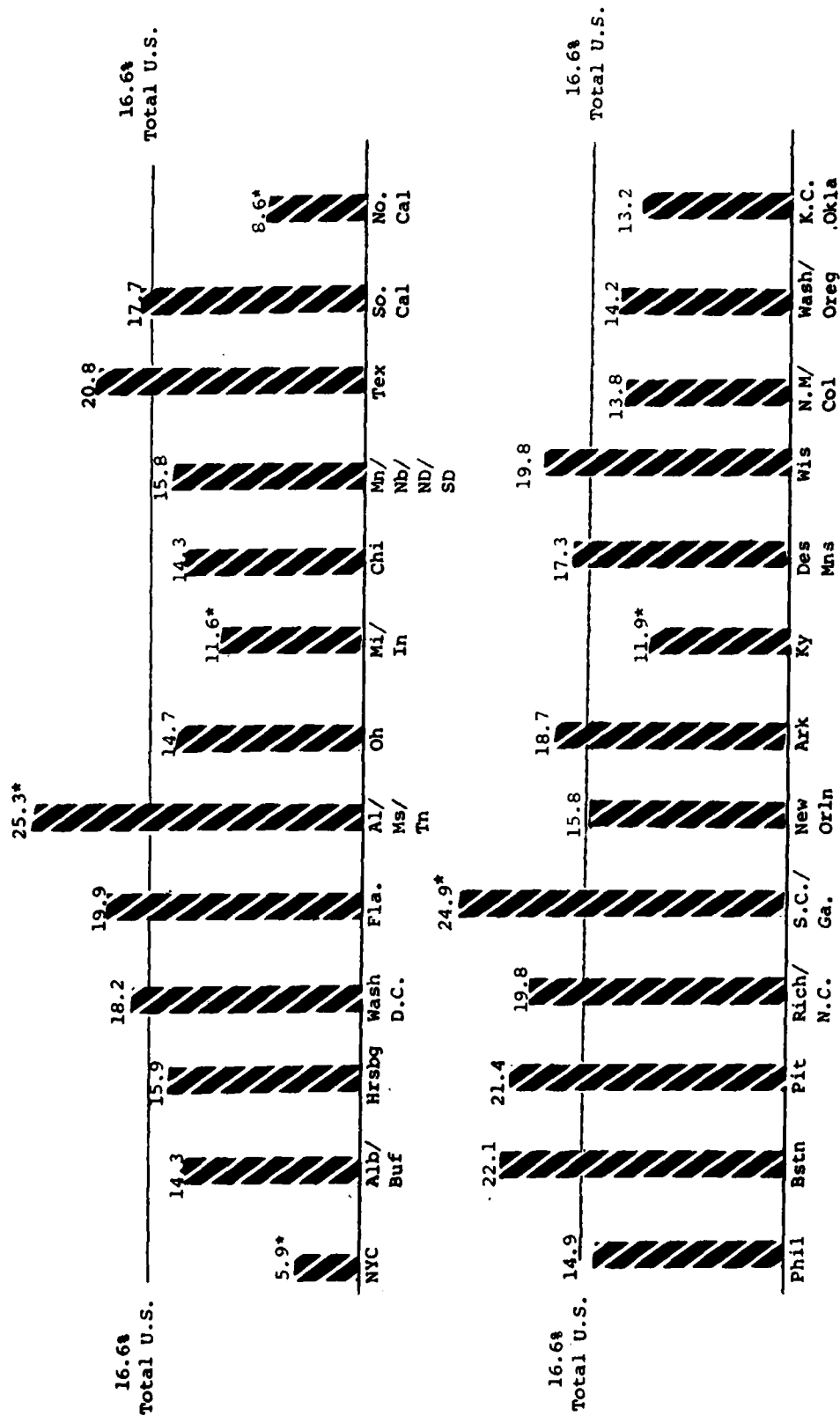
Source: Question 5a

\* Differs significantly from the total U.S.

FIGURE 2.6

## POSITIVE PROPENSITY LEVELS BY TRACKING AREA

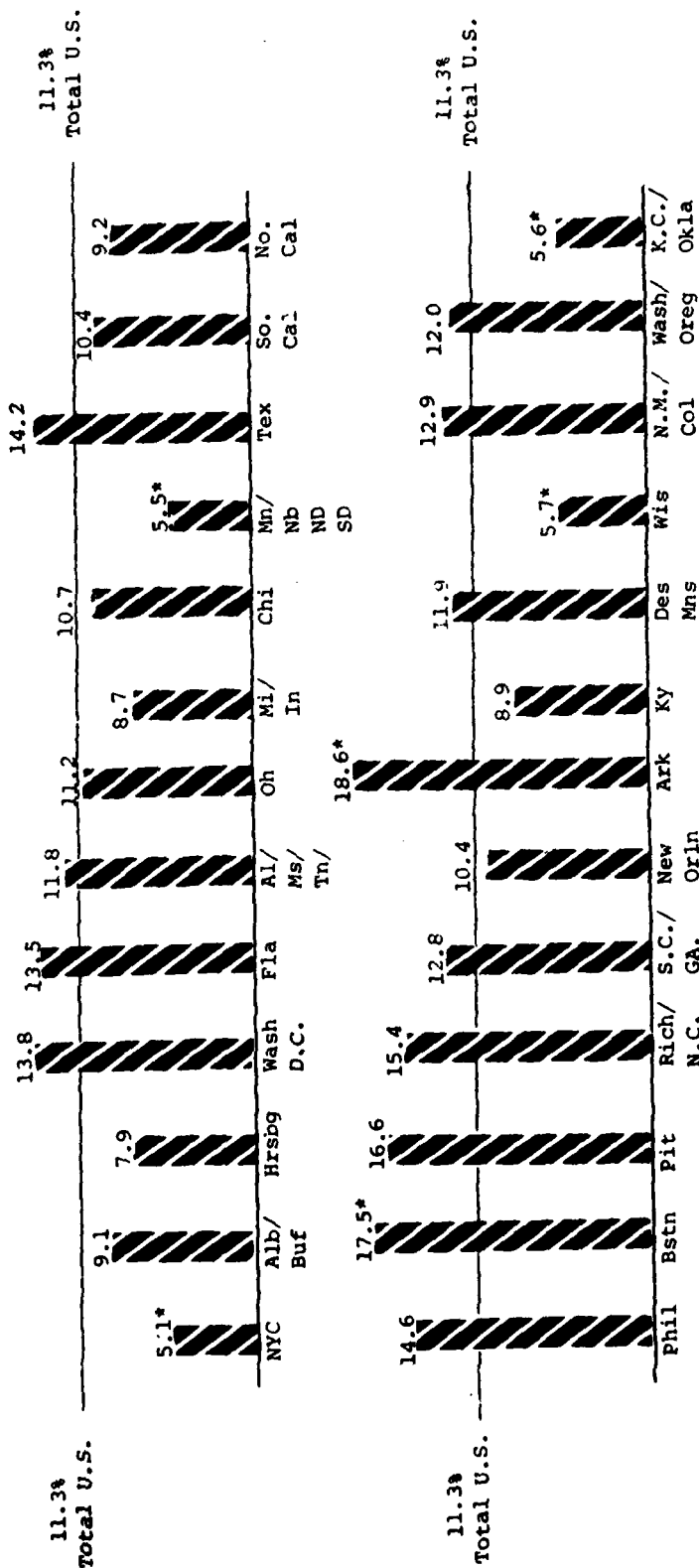
## NATIONAL GUARD

(Percent respondents endorsing definitely or probably consider serving)

Source: Question 5a

\* Differs significantly from the total U.S.

FIGURE 2.7  
POSITIVE PROPENSITY LEVELS BY TRACKING AREA  
COAST GUARD  
(Percent respondents endorsing definitely or probably consider serving)



Source: Question 5a

\* Differs significantly from the total U.S.

TABLE 2.1 POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S.	Alb./		Wash.		Al./		Mi./		Mn./		So.		No.	
		NYC	Buf.	Hrsbg.	D.C.	Fla.	Tn.	Oh.	In.	Chi.	SD	Tex.	Cal.	Cal.	Cal.
		1	1	1	1	1	1	1	1	1	1	1	1	1	1
Air Force	15.3	(8.3)	15.1	13.2	16.4	(23.9)	(22.6)	12.9	11.0	12.5	(9.7)	19.7	14.8	13.4	
Navy	13.4	(5.9)	11.5	9.6	14.1	12.7	18.2	11.7	13.3	13.4	9.9	17.1	11.2	10.3	
Army	11.8	(5.9)	9.1	10.3	8.6	11.6	(20.0)	12.2	(7.5)	10.1	(7.8)	(19.0)	10.6	(5.9)	
Marine Corps	10.0	(4.1)	8.8	(6.4)	10.6	10.4	13.0	10.3	(5.4)	9.0	(5.9)	(19.8)	7.2	(4.0)	
Reserves	18.7	(10.9)	(13.0)	16.2	23.0	21.1	22.1	16.1	19.0	15.5	(11.3)	23.6	17.8	(12.6)	
National Guard	16.6	(5.9)	14.3	15.9	18.2	19.9	(25.3)	14.7	(11.6)	14.3	15.8	20.8	17.7	(8.6)	
Coast Guard	11.3	(5.1)	9.1	7.9	13.8	13.5	11.8	11.2	8.7	10.7	(5.5)	14.2	10.4	9.2	

Base All Respondents

Response alternatives: Definitely consider  
Probably consider  
Probably not consider  
Definitely not consider

Source: Question 5



TABLE 2.1 POSITIVE PROPENSITY TO SERVE IN MILITARY SERVICES

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S.	Phil.		Bstn.		Pit.		Rich./ N.C.		S.C./ Ga.		New Orln.		Ark.		Ky.		Des- Mns.		Wis.		N.M./ Col.		Wash. Oreg.		K.C./ Okla.	
		1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
Air Force	15.3	15.6	15.2	14.2	14.2	19.5	20.4	15.8	19.6	10.1	15.2	8.3	21.0	18.4	11.5												
Navy	13.4	10.7	18.5	12.4	15.2	19.4	14.4	18.2	14.0	9.5	18.7	11.3	11.5														
Army	11.8	10.5	12.3	13.9	21.5	19.8	12.8	18.0	11.4	7.9	8.7	11.3	7.6	11.5													
Marine Corps	10.0	11.6	14.9	12.0	10.8	14.8	10.4	14.7	8.5	8.8	6.4	12.8	6.1	13.1													
Reserves	18.7	19.3	24.8	20.2	22.3	24.9	22.4	19.8	13.1	20.1	18.9	21.3	20.4	16.1													
National Guard	16.6	14.9	22.1	21.4	19.8	24.9	15.8	18.7	11.9	17.3	19.8	13.8	14.2	13.2													
Coast Guard	11.3	14.6	17.5	16.6	15.4	12.8	10.4	18.6	8.9	11.9	5.7	12.9	12.0	5.6													

Base All Respondents

Response alternatives: Definitely consider  
Probably consider  
Probably not consider  
Definitely not consider

Source: Question 5

1. The propensity to serve in the Air Force is below the U.S. average of 15.3% in these tracking areas: New York City (8.3%), Minnesota/Nebraska/North Dakota/South Dakota (9.7%), Kentucky (10.1%) and Wisconsin (8.3%). Two tracking areas -- Florida (23.9%) and Alabama/Mississippi/Tennessee (22.6%) -- are above the national average.

Propensity to serve in the Air Force has consistently been below average in New York City and Wisconsin in recent waves. The other services also have registered below average levels of propensity in these two markets in recent waves.

2. The propensity to serve in the Navy is below the U.S. average of 13.4% in one tracking area: New York City (5.9%). South Carolina/Georgia (19.4%) is above this U.S. average, as it has been in the last several waves of this study.

3. The overall propensity to serve in the Army is 11.8%. Eleven tracking areas deviate from this average. New York City (5.9%), Michigan/Indiana (7.5%), Minnesota/Nebraska/North Dakota/South Dakota (7.8%), Northern California (5.9%), Des Moines (7.9%) and Washington/Oregon (7.6%) are all below the national average. Alabama/Mississippi/Tennessee (20.0%), Texas (19.0%), Richmond/North Carolina (21.5%), South Carolina/Georgia (19.8%) and Arkansas (18.0%) are above this U.S. average.

The level of propensity for the Army has been consistent in four of these tracking areas in the most recent waves of this study, Northern California and Washington/Oregon have been below-average markets, while Alabama/Mississippi/Tennessee and South Carolina/Georgia have been above-average tracking areas.

4. The U.S. average propensity to serve in the Marine Corps is 10.0%. Eight tracking areas deviate from this national figure. These are New York City (4.1%), Harrisburg (6.4%), Michigan/Indiana (5.4%), Minnesota/Nebraska/North Dakota/South Dakota (5.9%),

Northern California (4.0%), Wisconsin (6.4%), and Washington/Oregon (6.1%) which all fall below the national average and Texas (19.8%) which is above the national average.

In recent waves, propensity to serve in the Marine Corps has consistently been below average in the following markets -- New York City and Minnesota/Nebraska/North Dakota/South Dakota -- and above average in Texas.

5. The Reserves with a total U.S. average of 18.7% is significantly below average in New York City (10.9%), Albany/Buffalo (13.0%), Minnesota/Nebraska/North Dakota/South Dakota (11.3%), Northern California (12.6%), and Kentucky (13.1%). South Carolina/Georgia (24.9%), however, is above the average.

6. The propensity to serve in the National Guard is 16.6%. New York City (5.9%), Michigan/Indiana (11.6%), Northern California (8.6%), and Kentucky (11.9%) are below average. Alabama/Mississippi/Tennessee (25.3%) and South Carolina/Georgia (24.9%) are above the U.S. average.

7. The propensity to serve in the Coast Guard has a national average of 11.3%. New York City (5.1%), Minnesota/Nebraska/North Dakota/South Dakota (5.5%), Wisconsin (5.7%), and Kansas City/Oklahoma (5.6%) are below this average. The propensity to serve in the Coast Guard is relatively high in Boston (17.5%) and Arkansas (18.6%).

These data indicate that six tracking areas are relatively weak with respect to propensity to join any of the military services. These areas include New York City, Michigan/Indiana, Minnesota/Nebraska/North Dakota/South Dakota, Northern California, Kentucky and Wisconsin. In recent waves, Chicago appeared to be a below-average market with respect to positive enlistment intentions. This is no longer the case. As in previous waves, the military has particular appeal in southern tracking areas.

## 2.2 Academic Achievement and Derived Quality Index

A young recruit's success in the military is contingent, in part, on his mental abilities. As in past waves of this study, the relative mental quality of respondents is determined by asking them to report several areas of academic information -- high school grades, high school education program, mathematics courses taken and passed in high school, and science courses covering electricity and/or electronics taken and successfully passed in high school. A quality index number is computed for each respondent based on his responses to these questions. High school education program (i.e., college preparatory, commercial business, and vocational) is not used in developing this index, since it is difficult to assign scalar values to this factor. The index ranges from a low score of 1 to a high score of 10. The derivation of the quality index was explained earlier in Table 1.6.

The quality index data are reported in Table 2.2. The national quality index value is 6.36 which is comparable to the Fall 1978 figure (6.30). Levels of quality index show a regional pattern. Quality index values are below average in several southern areas: Alabama/Mississippi/Tennessee, Richmond/North Carolina, South Carolina/Georgia, Arkansas, and Kentucky. On the other hand, quality index values are above the U.S. average in these eastern tracking areas: New York City, Albany/Buffalo and Pittsburgh.

As Table 1.6 showed, the number of math courses taken and passed is an important component of the quality index. As in past waves, east coast tracking areas are superior to other areas in terms of the number of math courses reported taken and passed. Just the opposite is true in certain southern tracking areas. The data are presented in Table 2.3.

TABLE 2.2 RESPONDENT QUALITY INDEX

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimates

Total U.S.	NYC	Alb. Buf.	Wash. D.C.	Fla.	Al. Ms. Tn.	Oh.	Mi. In.	Chi.	Mn. Nb. ND SD	Tex.	So. Cal.	No. Cal.
6.36	7.24	6.78	6.20	6.59	5.91	6.28	6.31	6.41	6.32	6.39	6.37	6.60

Base All Respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value:

Minimum value = 1  
Maximum value = 10

TABLE 2.2 RESPONDENT QUALITY INDEX

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Total U.S.	Phil.	Bstn.	Pit.	Rich. N.C.	S.C. Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M. Col.	Wash. Oreg.	K.C. Okla.
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
6.36	6.41	6.62	<u>6.74</u>	<u>5.84</u>	<u>5.91</u>	6.43	<u>6.03</u>	<u>5.85</u>	6.48	6.27	6.30	6.47	6.22
Mean index value													

Base All respondents

Source: Quality Index (combination of Questions 19, 21 and 22)

Scale Value:

Minimum value = 1  
Maximum value = 10

TABLE 2.3 NUMBER OF MATH COURSES PASSED

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Number Of Courses	Total U.S.	NYC	Alb. Buf.	Hrsbg.	Wash. D.C.	Fla.	Al. Ms. Tn.	Oh.	Mi. In.	Chi.	Mn. Nb. ND/ SD	Tex.	So. Cal.	No. Cal.
		1	1	1	1	1	1	1	1	1	1	1	1	1
Three or more	35.9	52.7	46.8	39.6	40.3	43.9	25.6	33.7	33.0	37.2	34.3	32.0	38.0	39.0
Less than three	46.8	39.7	39.3	36.0	47.0	39.7	50.3	48.5	50.0	49.7	49.1	54.8	46.0	42.5
None	17.3	7.6	13.9	24.4	12.7	16.5	24.1	17.8	17.1	13.0	16.6	13.2	15.9	18.5

Base: All Respondents

Source: Question 21

TABLE 2.3 NUMBER OF MATH COURSES PASSED

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Number of Courses	Total U.S.	Phil.	Bstn.	Pit.	Rich. N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Three or more	35.9	43.9	48.4	47.2	25.8	27.4	33.4	25.7	24.9	34.8	27.1	39.3	35.3	28.1
Less than three	46.8	37.5	35.7	36.9	49.9	50.3	53.2	53.0	48.3	50.1	59.3	40.7	50.1	54.7
None	17.3	18.6	15.8	15.9	24.3	22.3	13.4	21.2	26.9	15.0	13.6	19.9	14.6	17.2

Base All Respondents

Source: Question 21



While the high school curriculum does not figure directly into the derivation of the quality index, it contributes to an understanding of the propensity measure. For example, young men enrolled in college preparatory courses are probably less likely than the average high school student to be inclined to pursue a military career, since students who have actually attended college tend to be disinclined toward enlistment.

Table 2.4 shows that the 26 tracking areas differ widely with respect to high school education programs. Respondents in eastern tracking areas especially are more likely than their counterparts in other areas of the country to have had a college preparatory program in high school. On a national basis, the percentage of youth who report having had a college preparatory program in high school (44.0%) is comparable to Fall 1978 (43.2%). The proportion of youth who report having had either a commercial/business or vocational high school curriculum also did not change significantly from Fall 1978.

TABLE 2.4 HIGH SCHOOL EDUCATION PROGRAM

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Program	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
		<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
College Preparatory	44.0	64.1	48.8	51.9	50.3	51.6	33.8	46.9	32.1	41.5	34.1	41.9	53.0	49.7
Vocational	39.2	20.4	33.2	35.6	29.9	34.5	46.9	38.2	48.4	38.1	47.0	39.0	34.0	43.9
Commercial/ Business	15.8	14.1	17.1	12.5	19.8	13.5	17.4	14.4	18.7	20.5	17.7	15.5	11.5	6.4

Base All Respondents

Source: Question 20

TABLE 2.4 HIGH SCHOOL EDUCATION PROGRAM

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Naming This Program	Total													
	U.S.	Phil.	Bstn.	Pit.	Rich. N.C.	S.C. Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
College Preparatory	44.0	53.1	52.0	45.1	36.3	28.9	50.4	31.4	45.2	37.1	36.4	44.9	41.4	44.0
Vocational	39.2	27.2	28.5	34.6	47.9	49.9	33.6	48.5	42.8	42.5	47.5	39.6	44.2	39.9
Commercial/ Business	15.8	19.7	19.1	20.0	15.4	17.7	15.5	19.1	11.2	18.1	16.1	12.5	13.4	15.3

Base All Respondents

Source: Question 20

### 2.3 Recalled Recruiter Contact

Table 2.5 shows the level of recalled recent recruiter contact (past 5 to 6 months) for the total national sample and for each of the 26 tracking areas. Nationally, 23.8% of the sample report having had contact with a military recruiter within the past five to six months. This is a decline from Fall 1978 (27.3%). As discussed in Section I, the Fall-to-Fall national decline in this measure is statistically significant. South Carolina/Georgia (17.6%) and New Orleans (17.1%) fall below the national average. Only one tracking area -- Northern California (33.0%) -- is significantly above the average.

TABLE 2.5 HAD RECENT RECRUITER CONTACT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had Recruiter Contact	Total U.S.														
		NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	SD	Tex.	So. Cal.	No. Cal.	
		1	1	1	1	1	1	1	1	1	1	1	1	1	
Past 5 to 6 months	23.8	20.4	28.9	23.3	23.5	23.9	20.1	22.4	22.6	22.7	25.2	23.0	20.7	33.0	

Base All Respondents

Source: Question 8a

TABLE 2.5 HAD RECENT RECRUITER CONTACT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had Recruiter Contact	Total		Phil.		Bstn.		Pit.		Rich./		S.C./		New		Ark.		Ky.		Des-		Wis.		N.M./		Wash.		K.C./	
	U.S.								N.C.		Ga.		Orln.						Mns.				Col.		Oreg.		Okla.	
	<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>		<u>1</u>	
Past 5 to 6 months	23.8		21.7		25.3		28.2		23.7		17.6		17.1		23.5		22.8		24.6		24.3		21.5		30.0		29.6	

Base All Respondents

Source: Question 8a

## 2.4 Type of Recent Recruiter Contact

There are many forms of recruiter contact that range from very direct, personal contact (e.g., at a recruiting station) to very indirect, anonymous contact (e.g., direct mail literature). This study has tracked various types of recruiter contact since the first wave. In the present report, this information is discussed as part of the tracking area analysis as well as in the analysis of propensity (Section III). The analysis of these data at the tracking area level provides the Department of Defense and the services with additional feedback on recruiter performance at a local level. Table 2.6 shows the percent of respondents who had each of the following types of recruiter contact. The Fall 1978 and Fall 1979 national levels for each are summarized below. The base for these figures are those who reported having had recent recruiter contact.

	<u>Fall '78</u>	<u>Fall '79</u>	<u>Statistically Significant Change</u>
● Talked to recruiter by telephone	48.4%	52.9%	yes
● Heard recruiter talk at high school	*	43.9%	---
● Talked face-to-face to a recruiter, but not at a recruiting station	49.6%	47.3%	no
● Received recruiting literature in mail	52.6%	50.3%	no
● Gone to a recruiting station	27.7%	27.0%	no

\* Fall '78 figure not comparable because of questionnaire change.

Only the level of "talked to recruiter by telephone" changed significantly from Fall to Fall. Across tracking areas, this item deviated significantly from the national figure in six

TABLE 2.6 TYPE OF RECENT RECRUITER CONTACT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Had This Type of Recruiter Contact	Total U.S.	NYC	Alb./Buf.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	Mn./Nb./ND/SD	Tex.	So. Cal.	No. Cal.
Talked to recruiter by telephone	52.9	57.2	55.0	54.4	27.6	38.1	73.1	61.8	44.0	65.2	55.6	50.2	65.0
Heard a recruiter talk at high school	43.9	31.6	38.8	46.0	47.3	58.6	33.8	47.3	63.5	41.8	59.8	55.1	27.2
Talked face-to-face (not at station)	47.3	34.4	39.9	44.5	44.4	47.6	41.0	54.7	40.7	49.2	51.4	42.5	42.6
Received recruiting literature in the mail*	50.3	48.3	52.0	50.4	47.7	41.8	47.5	49.9	59.9	52.1	51.0	43.6	50.2
Gone to a recruiting station	27.0	39.6	21.7	19.5	31.6	13.2	24.4	16.5	35.0	24.4	28.3	36.2	23.4

Base Respondents having recent recruiter contact

\* All Respondents

Source: Questions 8b and 8c



TABLE 2.6 TYPE OF RECENT RECRUITER CONTACT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Total U.S. Percent Had This Type of Recruiter Contact	Phil.		Bstn.		Pit.		Rich./ N.C.		S.C./ Ga.		New Orln.		Ark.		Ky.		Des- Mns.		Wis.		N.M./ Col.		Wash. Oreg.		K.C./ Okla.	
Talked to recruiter by telephone	52.9	35.1	41.7	61.9	51.9	50.7	45.3	50.3	45.7	54.2	61.9	55.1	55.3	52.6												
Heard a recruiter talk at high school	43.9	52.7	25.7	32.3	31.9	54.7	61.7	43.0	57.7	31.4	39.2	57.1	46.0	37.8												
Talked face-to-face (not at station)	47.3	34.6	57.8	38.0	57.5	52.8	43.9	47.8	60.3	42.0	49.5	50.2	49.8	55.8												
Received recruiting literature in the mail*	50.3	48.1	51.4	59.6	42.2	34.6	60.8	44.4	47.6	58.2	57.2	46.8	54.9	55.8												
Gone to a recruiting station	27.0	40.3	35.7	17.8	40.2	40.4	34.6	28.3	35.4	25.7	18.9	6.9	24.4	16.1												

Base Respondents having recent recruiter contact

\* All Respondents

Source: Questions 8b and 8c

tracking areas: Florida (27.6%), Alabama/Mississippi/Tennessee (38.1%), and Philadelphia (35.1%) which were below the national average and Ohio (73.1%), Minnesota/Nebraska/North Dakota/South Dakota (65.2%), and Northern California (65.0%) which were above average. The other types of recruiter contact showed some strengths and weaknesses across tracking areas. "Talked face-to-face (not at a station)" was the one exception.

## 2.5 Other Activities Concerning Enlistment

The study has examined in each wave various behaviors related to seeking information about the military. Each respondent is asked whether or not he has undertaken a series of information seeking activities during the last six months. The data are summarized in Table 2.7 in terms of the percent of youth who say that they have undertaken a particular activity.

The Fall-to-Fall changes in all but three of these activities were discussed in Section I. Two of these other three activities showed significant Fall-to-Fall changes. These were "asked for information by mail" (11.7% to 9.7%) and "made toll-free call to get information" (2.1% to 2.8%). The level of "physically or mentally tested at military examining station" remained unchanged from last Fall (3.8%).

There are some differences across tracking areas with respect to seeking information about the military. Youth in New York City, Harrisburg, Michigan/Indiana, Pittsburgh, Wisconsin and Kansas City/Oklahoma were below the national averages on at least two information seeking activities. Only the Albany/Buffalo tracking area revealed any consistent strengths with respect to these information seeking activities. This is interesting in that this tracking was especially weak on this measure in the Spring 1979 wave.

TABLE 2.7 OTHER ACTIVITIES CONCERNING ENLISTMENT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Answering "Yes"	Total U.S.	NYC	Alb./Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	Mn./Nb./ND/SD	Tex.	So. Cal.	No. Cal.
		1	1	1	1	1	1	1	1	1	1	1	1	1
Talked with friends in or out of service	36.2	24.3	44.6	40.9	36.7	35.5	38.0	37.9	42.8	41.6	32.3	41.2	32.9	32.6
Talked with one or both parents	31.1	28.3	39.5	33.7	31.3	44.7	35.8	33.5	29.6	32.8	31.1	33.8	38.4	30.5
Took aptitude test in high school given by armed services	14.2	5.8	12.1	11.7	15.8	14.7	25.2	10.9	7.7	13.9	12.2	19.9	18.3	18.3
Talked with wife/ girlfriend	16.1	9.2	23.3	14.6	13.4	20.5	18.9	13.0	15.1	14.6	14.1	18.5	17.4	17.7
Talked with teacher or guidance counselor	9.3	6.5	11.5	10.7	8.8	9.6	9.5	8.2	10.2	11.6	6.8	13.9	9.9	6.6
Asked for information by mail	9.7	8.3	12.5	9.3	14.0	9.8	6.9	7.5	7.9	12.4	3.6	11.6	11.5	6.5
Physically or mentally tested at military examining station	3.8	1.8	3.2	1.6	4.5	5.3	4.4	4.7	1.8	4.2	3.2	6.2	7.2	4.8
Made toll-free call to get information	2.8	2.9	3.1	1.2	4.0	2.7	4.3	2.2	2.4	1.7	1.1	4.5	3.1	.5

Base All Respondents

Source: Question 8c

TABLE 2.7 OTHER ACTIVITIES CONCERNING ENLISTMENT

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
Percent Answering "Yes"	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Talked with friends in or out of service	36.2	34.8	34.9	30.2	46.4	42.0	29.8	39.5	31.8	35.4	31.2	34.3	37.2	34.8
Talked with one or both parents	31.1	31.3	29.3	23.7	34.6	33.1	22.1	31.5	22.3	27.1	20.4	30.3	38.9	23.8
Took aptitude test in high school given by armed services	14.2	8.1	10.4	14.7	11.8	16.0	21.5	15.2	18.2	10.3	10.9	13.0	10.6	13.9
Talked with wife/girlfriend	16.1	17.0	16.6	13.0	19.4	23.0	15.0	17.4	15.1	13.8	9.7	18.8	13.9	15.7
Talked with teacher or guidance counselor	9.3	12.8	11.7	7.6	9.2	9.8	6.6	10.7	7.0	9.0	6.9	12.5	10.4	6.0
Asked for information by mail	9.7	11.5	11.0	7.7	11.7	11.7	8.5	6.3	7.8	11.3	8.5	12.0	12.4	12.2
Physically or mentally tested at military examining station	3.8	4.3	2.6	1.1	5.4	5.6	5.9	2.3	3.5	3.3	2.1	4.2	4.2	1.9
Made toll-free call to get information	2.8	5.0	1.7	2.4	4.0	5.3	3.6	3.6	2.8	1.2	1.3	3.0	3.0	.7

Base All Respondents

Source: Question 8c

## 2.6 Adequacy of Information Received from the Recruiter

Respondents were asked to indicate the adequacy of the information that the recruiter contact provided. In order to quantify this measure, respondents specified whether the information was . . .

- All the information you wanted
- Most of it
- Very little

Inadequate information was defined by a response of "very little."

Table 2.8 shows the percent of respondents who reported that they received inadequate information from the various services. At worst, only one-in-five respondents felt that the contacted service did not provide enough information. In the present wave, the Navy and Air Force do slightly better than the other two services in providing information. On a Fall-to-Fall basis there were no significant changes perceived in the adequacy of the information provided by service recruiters.

	<u>Fall '78</u>	<u>Fall '79</u>	<u>Statistically Significant Change</u>
Air Force	19.4%	17.7%	no
Army	21.1%	20.4%	no
Marine Corps	18.8%	20.0%	no
Navy	20.6%	17.2%	no

The data shown in Table 2.8 vary widely across tracking areas. This is because of the very small respondent bases in each case (i.e., respondents having contact with specific service recruiter in a particular tracking area). As a result, the error ranges associated with these tracking area estimates are large. Nevertheless, there is some significant variation in the measure across tracking areas. In this case, a tracking area being below the national figures indicates strength for the particular service.

TABLE 2.8 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Getting Very Little Information	Total U.S.	Base										Mn./Nb./			
		NYC	Alb./Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./Ms./Tn.	Oh.	Mi./In.	Chi.	ND/SD	Tex.	So. Cal.	No. Cal.	
From Air Force	17.7	4.8	20.8	17.4	14.6	3.0	---	24.2	20.1	20.0	23.5	21.4	28.6	15.1	
From Army	20.4	7.1	24.0	26.0	12.7	22.5	5.9	27.6	16.7	42.3	23.4	11.5	13.3	23.5	
From Marine Corps	20.0	15.6	28.9	29.2	22.6	9.2	4.7	31.4	14.5	31.5	18.5	5.2	26.1	25.6	
From Navy	17.2	9.3	5.6	19.7	10.2	14.4	13.1	21.3	12.7	24.8	30.6	19.3	17.6	24.1	

Base Respondents having recruiter contact with specific service recruiter

Response alternatives: All the information you wanted  
Most of it  
Very little

Source: Question 9e



TABLE 2.8 PERCENT RECEIVING INADEQUATE INFORMATION FROM MILITARY RECRUITER

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Getting Very Little Information	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des-Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
		1	2	3	4	5	6	7	8	9	10	11	12	13
From Air Force	17.7	44.6	9.1	35.6	21.3	---	---	10.2	13.8	20.7	20.0	43.3	10.8	13.7
From Army	20.4	25.0	16.7	23.7	13.3	34.9	22.9	17.2	21.0	16.3	20.4	17.4	23.0	22.1
From Marine Corps	20.0	4.3	17.5	28.6	30.6	24.0	---	9.9	25.9	21.4	29.0	24.3	25.7	20.7
From Navy	17.2	14.5	11.6	14.1	13.4	3.0	43.3	20.4	34.4	9.6	15.0	23.5	10.2	12.1

Base Respondents having recruiter contact with specific service recruiter

Response alternatives: All the information you wanted  
Most of it  
Very little

Source: Question 9e

## 2.7 Perceived Difficulty of Obtaining Either a Full Time or Part Time Job

Labor market factors can be expected to have an effect on enlistment, particularly in a weak economy. Unemployment rates typically vary from region-to-region and for men of different ages. However, since perceptions of the job market may have a greater impact on career choices than the actual labor situation, the survey examined how difficult the respondents felt it was to get a full time job and a part time job.

Table 2.9 summarizes young men's perceptions of the market for full time jobs. Nationwide, 28.9% of the entire sample felt that for a person their age getting a full time job in their area was very difficult or almost impossible, and 68.3% felt that it was somewhat difficult or not difficult at all. The comparable Fall 1978 figures were 29.2% and 68.2% respectively. Hence, job market perceptions have not changed despite an economy that may be worsening.

These job market perceptions, however, vary significantly across tracking areas; something that has not been observed in recent waves of this study.

Respondents in the following areas were particularly pessimistic about finding full time employment: New York City, Albany/Buffalo, Alabama/Mississippi/Tennessee, Michigan/Indiana, Pittsburgh and Kentucky.

Respondents in Florida, Minnesota/Nebraska/North Dakota/South Dakota, South Carolina/Georgia, Des Moines, Wisconsin, Washington/Oregon and Kansas City/Oklahoma, on the other hand, were more optimistic about finding full time employment.

TABLE 2.9 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Total U.S.	NYC	Alb./ Buf.	Wash. D.C.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
28.9	48.9	37.6	32.2	39.8	29.7	41.6	23.4	12.2	24.4	25.6	26.8
68.3	48.0	59.1	64.7	59.0	68.0	56.6	71.9	84.5	71.8	68.8	69.8
2.9	3.0	3.3	3.1	1.2	2.3	1.9	4.7	3.3	3.8	5.7	3.4

Base All Respondents

Source: Question 31

TABLE 2.9 PERCEIVED DIFFICULTY OF OBTAINING FULL TIME JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Almost impossible/ very difficult	32.3	28.0	37.2	23.9	23.6	26.0	32.2	44.7	20.3	22.3	28.9	19.5	19.4
Somewhat difficult/ not difficult at all	66.1	68.4	60.8	73.7	74.6	71.5	64.1	52.8	77.4	75.9	68.6	77.0	79.6
Don't know	1.5	3.5	2.0	2.5	1.8	2.5	3.7	2.5	2.3	1.8	2.5	3.5	1.1

Base All Respondents

Source: Question 31

Table 2.10 summarizes perceptions of finding part time employment. Nationally, 15.7% of the sample felt that it was almost impossible or very difficult to find part time employment in their areas. At the same time, 80.4% felt it was somewhat difficult or not difficult at all to find part time work. These figures are identical to those recorded in Fall 1978.

There are some deviations in this measure across tracking areas. Respondents in New York City, Alabama/Mississippi/Tennessee, Michigan/Indiana, and Kentucky were especially pessimistic about finding part-time employment in their areas. Those in Minnesota/Nebraska/North Dakota/South Dakota, Northern California, and Wisconsin, however, were more optimistic than their peers in other areas.

There appears to be some consistency within tracking areas with respect to perceptions of both full time and part time employment. Markets in which youth are particularly pessimistic about employment offer recruiting opportunities.

TABLE 2.10 PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

	Total U.S.	NYC	Alb./ Buf.	Hrsbg.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Almost impossible/ very difficult	15.7	32.7	16.0	12.1	11.6	13.2	22.8	15.3	22.1	15.9	5.4	16.9	16.6	12.3
Somewhat difficult/ not difficult at all	80.4	65.2	78.9	85.4	83.3	82.9	74.1	80.9	74.5	79.9	89.8	76.3	76.7	85.5
Don't know	3.9	2.2	5.1	2.5	5.1	3.9	3.1	3.7	3.4	4.1	4.7	6.8	6.7	2.1

Base All Respondents

Source: Question 3m

TABLE 2.10 PERCEIVED DIFFICULTY OF OBTAINING PART TIME JOB

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Total U.S.	Phil.	Bstn.	Pit.	Rich. N.C.	S.C. Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M. Col.	Wash. Oreg.	K.C. Okla.
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
15.7	21.0	13.6	13.0	19.4	16.9	14.7	15.7	21.6	10.8	9.6	16.3	12.9	11.4
Almost impossible/ very difficult													
80.4	76.3	84.2	84.4	77.8	80.4	78.7	79.0	73.9	84.9	88.2	81.1	82.7	85.2
Somewhat difficult/ not difficult at all													
3.9	2.7	2.1	2.6	2.8	2.7	6.6	5.3	4.5	4.3	2.2	2.6	4.5	3.5
Don't know													

Base All Respondents

Source: Question 3m

## 2.8 Propensity to Work As a Laborer On Construction Jobs

As part of the question dealing with propensity to serve in each of the services, respondents also are asked their propensity to work in the following types of jobs:

- Working as a Laborer on construction jobs
- Working at a desk in a business office
- Working as a salesman

Additional analysis of recent tracking area data reveals a correlation between those who express positive propensity for military service and those who express positive propensity for working as a laborer on construction jobs. That is, they tend to be the same individuals. This seems reasonable in view of the fact that youth with positive propensity for the services attach above average importance to learning a trade/skills. Hence, the tracking area data on propensity for working as a laborer serve as an additional indicator of where the military appears to have recruiting strengths and weaknesses.

Table 2.11 summarizes the working as a laborer propensity data. The national figure is 35.9%. The figure for Fall 1978 was 37.4%. The difference is not significant. Three tracking areas are above average on this measure: Ohio, Minnesota/Nebraska/North Dakota/South Dakota and Kentucky. Interestingly, the Minnesota/Nebraska/North Dakota/South Dakota and Kentucky tracking areas are especially weak markets with respect to propensity for military service (Table 2.1).

These two sets of data suggest a possible recruiting opportunity in the above two markets. That is, the services should address the fact that there is an above average level of interest in working as a laborer among target market youth in these areas.



TABLE 2.11 WORK AS A LABORER ON CONSTRUCTION JOBS

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S.	NYC	Alb./ Buf.	Hrsbq.	Wash. D.C.	Fla.	Al./ Ms./ Tn.	Oh.	Mi./ In.	Chi.	Mn./ Nb./ ND/ SD	Tex.	So. Cal.	No. Cal.
Will work as a laborer on construc- tion job	35.9	17.2	29.7	29.0	33.0	32.4	30.4	44.9	28.2	33.7	44.4	38.2	35.5	36.1

Base All Respondents

Source: Question 5a

TABLE 2.11 WORK AS A LABORER ON CONSTRUCTION JOBS

Circled and boxed entries are those where total U.S. falls beyond the range of two Standard Errors of the Tracking Area Estimate

Percent Saying Definitely or Probably	Total U.S.	Phil.	Bstn.	Pit.	Rich./ N.C.	S.C./ Ga.	New Orln.	Ark.	Ky.	Des- Mns.	Wis.	N.M./ Col.	Wash. Oreg.	K.C./ Okla.
	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Will work as a laborer on construc- tion job	35.9	35.0	30.1	38.9	31.7	36.2	42.9	38.8	48.9	38.1	38.1	42.9	40.7	37.7

Base All Respondents

Source: Question 5

Through its recruiting communications the services could focus on how the military can provide the training and skills for such jobs.

SECTION III

ANALYSIS OF TARGET MARKETS

### SECTION III

#### Analysis of Target Markets

For the convenience of the reader, the background for the analyses discussed in this section is reprinted below from previous reports.

Through the use of the propensity measure, we are in effect segmenting the pool of "military available" young men into those men who are likely to be more receptive to the military's recruiting efforts and those who will not. It is important to have an understanding of what is related to one man's willingness to consider the military as a career option and another man's willingness to exclude the service from his career options. Such an understanding should help the services to maximize the effectiveness of their recruiting.

The present section first examines the relationship between propensity and a number of demographic, attitudinal, and behavioral factors. The intent of this analysis is to identify those factors that discriminate between positive and negative propensity groups and it is undertaken for propensity for military service in general as well as for the individual services.

The following variables are included in this analysis:

#### Demographic Variables

- Age (Qu. 3a)
- Employment Status (Qu. 3f, 3g, 3h)
- Race (Qu. 25)
- Educational Status (Qu. 3b, 3c, 3d, 3e)
- Education of Father (Qu. 20)
- Quality Index (See Section I)

Importance of Job Characteristics (Qu. 13a)

Achievability of Job Characteristics ( Qu. 13b)

Information Sources/Actions Taken

- Persons Spoken To/Actions Taken (Qu. 8c)
- Recruiter Contact (Qu. 8a, 9a, 9b, 9c, 9d, 9e)

Influencers (Qu. 10a, 11a, 12a)

Advertising Recall (Qu. 6a, 6b, 6c, 6d, 7)

Following this analysis of the positive and negative propensity groups, this section examines the demographic, attitudinal and behavioral characteristics of young men who have graduated from high school and are not currently attending school.

### 3.1 Probability of Serving

The criterion measure in this series of studies is propensity -- the rated likelihood of enlisting. As discussed in Section I, propensity is measured on a four-point scale of likelihood.

Respondents who say they "definitely" or "probably" will enlist in a particular service are referred to as having positive propensity. Those who say they "probably will not" or "definitely will not" enlist are referred to as having negative propensity.

An analysis of the distribution of responses within the measure provides some insight into the strength of respondents' enlistment intentions. Table 3.1 presents the propensity measure broken down into each of its response alternatives.

Reference to Table 3.1 leads to several conclusions:

1. Across all four services, the vast majority of positive propensity responses fall into the category of probably enter military service. Hence, among most of the positive propensity respondents the intention to enlist is at best tentative. This pattern of positive propensity responses has been consistent across services and across the nine waves of this study.
2. Negative enlistment intentions, however, are less tentative. The largest single category consists of respondents who said that they will definitely not enlist. This pattern of negative propensity responses also has been fairly consistent across services and across time.

TABLE 3.1

## DISTRIBUTION OF RESPONSES FOR MEASURE OF PROPENSITY

<u>Response</u>	<u>Air Force</u> <u>%</u>	<u>Navy</u> <u>%</u>	<u>Army</u> <u>%</u>	<u>Marine Corps</u> <u>%</u>
Definitely	2.0	1.1	1.5	1.1
Probably	13.3	12.2	10.4	8.9
Probably not	36.4	36.3	36.3	35.9
Definitely not	44.9	47.3	48.9	51.3
Don't know/Not sure	3.3	3.0	3.0	2.8
Base	(5187)	(5187)	(5187)	(5187)

Source: Question 5



3. As in previous waves, there is a substantial group of young men (approximately 45% to 50%) who labeled themselves as either probably likely or probably not likely to enlist. The fact that these young men are neither strongly for or against serving in the military may make them a prime recruiting target.
  
4. The tentative nature of enlistment intentions also is underscored by the following information not shown in the table. In each wave, respondents also rate the likelihood of their doing the following in the next few years: working as a salesman, working at a desk in a business office, and working as a laborer on construction jobs. In each wave, from one-quarter to one-half of the respondents who express positive propensity for the military also express positive propensity for one or more of these other jobs. Working as a laborer is the job toward which positive propensity youth are more likely to also express positive intentions. In the present wave, 48% of positive propensity youth indicated that they definitely or probably would work as a laborer in the next few years. This decline, however, is not statistically significant.

### 3.2 Demographic Variables

Across the nine waves of this study, the positive and negative propensity groups have differed markedly with respect to their demographics. Table 3.2 profiles the positive and negative propensity groups in terms of 15 demographic variables. The two groups differ significantly on each variable. These differences have been consistent across all nine waves of the study.

The two propensity groups differ as follows:

1. Positive propensity youth are younger. Although not shown in the table, there is a negative linear relationship between age and positive enlistment intentions. That is, the proportion of youth who express positive propensity decreases with increasing age groups.
2. Almost twice as many positive propensity youth are unemployed and looking for work.
3. Blacks and other non-White youth make up a greater proportion of the positive propensity group than they do of the negative propensity group.
4. High school students comprise a greater proportion of the positive propensity group than of the negative propensity group. This reflects the fact that positive propensity respondents tend to be younger. College students and high school graduates who are not currently in school, on the other hand, are more likely to be in the negative propensity group.

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YOUTH ATTITUDE TRACKING STUDY: FALL 1979.(U)  
MAR 80

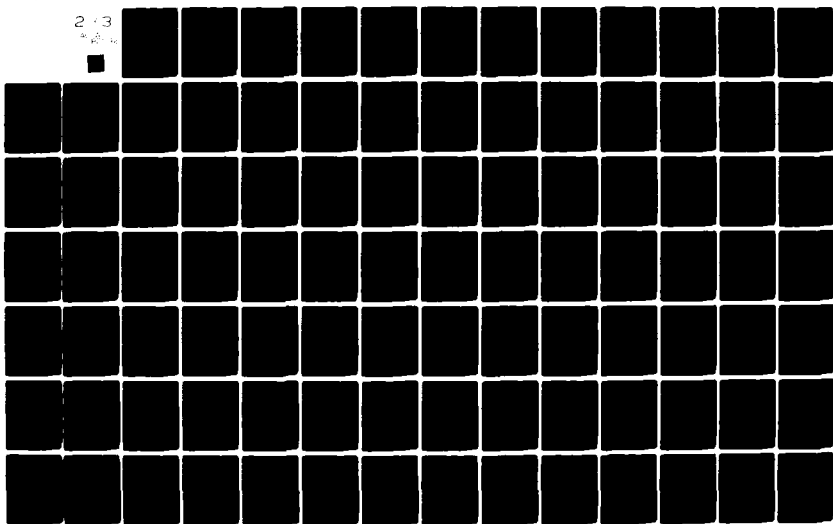
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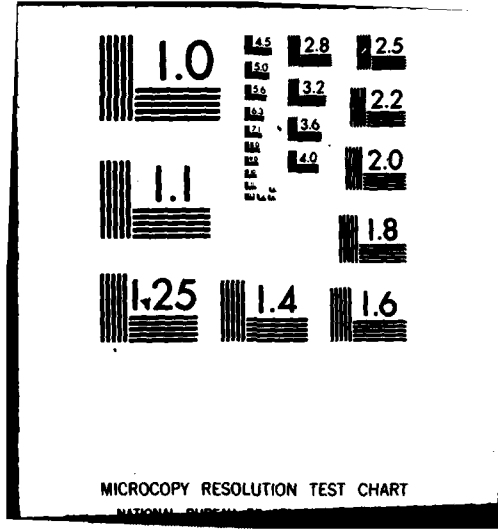


TABLE 3.2  
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY  
DEMOGRAPHIC PROFILE

<u>Variable</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>
Average age*	17.84	18.52
Not employed/looking for work	26.1	15.3
Blacks	19.5	8.1
Other non-white	3.1	1.4
Students	59.7	53.5
10th grade	9.3	4.4
11th grade	22.3	13.5
1-2 years of college	6.7	16.2
High school graduate, not in school	24.7	37.1
Education of father*	2.71	3.29
Quality index*	5.89	6.57
College preparatory curriculum in high school	32.1	48.3
Vocational curriculum in high school	48.4	36.0
Commercial/Business curriculum in high school	18.5	14.7
A's and B's in high school	18.8	31.5
Base	(1397)	(3557)

\* Mean scale values shown

5. Using father's education as an index of socio-economic status, it appears that positive propensity youth come from more modest socio-economic backgrounds. Father's education is explained below.\*
6. Positive propensity youth have weaker academic backgrounds as indicated by the quality index, their high school curricula and their reported high school grades.

---

\* Education of father was measured on an eight point scale:

1. Did not complete high school
2. Finished high school or equivalent
3. Adult education program
4. Business or trade school
5. Some college
6. Finished college (four years)
7. Attended graduate or professional school
8. Obtained a graduate or professional degree

Table 3.3 profiles the demographics of the positive propensity groups for each of the four active duty services and the Reserve Components. Only the positive propensity profiles are shown since the negative propensity profiles are comparable to the overall negative propensity group shown in Table 3.2.

The following conclusions can be drawn based on a statistical analysis of the positive propensity data for each service versus the data for its respective negative propensity group:

1. The positive propensity group for each of the services differs significantly from its corresponding negative propensity group on virtually all demographic variables.
2. The differences between the two propensity groups within each service parallel the differences between overall positive and negative propensity groups described in Table 3.2.
3. The positive propensity profiles of each service are comparable. As in previous waves, therefore, it appears that the services are attracting youth with fairly similar demographic profiles.

TABLE 3.3

DEMOGRAPHIC PROFILES OF  
POSITIVE PROPENSITY GROUPS<sup>+</sup>

INDIVIDUAL SERVICES

	<u>Air Force</u>	<u>Army</u>	<u>Marines</u>	<u>Navy</u>	<u>National Guard</u>	<u>Reserves</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Average Age*	17.84	17.79	17.85	17.81	18.17	18.05
Not employed/ looking for work	27.9	30.8	24.9	27.1	25.5	25.3
Blacks	19.0	24.3	21.9	17.2	19.8	18.2
Other non-white	3.5	3.7	3.8	3.4	3.5	3.2
Students	61.6	54.3 <sup>1</sup>	59.1 <sup>1</sup>	63.0	52.5 <sup>1</sup>	56.9 <sup>1</sup>
10th grade	8.6	11.3	9.2	8.8	7.8	8.2
11th grade	20.9	20.5	25.1	24.3	17.0	19.4
1-2 years of college	7.8	4.4	5.7	6.4	7.5	8.6
High school graduate	25.0	21.2	23.0	23.8	31.1	27.9
Education of father*	2.77	2.49	2.55	2.78	2.67	2.90
Quality index *	6.04	5.50	5.71	5.97	5.98	6.12
College preparation curriculum in high school	34.8	25.0	27.5	33.3	30.9	34.5
Vocational preparation curriculum in high school	44.7	53.7	50.1	49.2	50.9	47.0
Commercial/business preparation curri- culum in high school	19.5	19.6	21.6	16.5	17.2	17.5
A's and B's in high school	21.7	14.7	15.4	19.2	19.1	20.9

<sup>+</sup> The positive propensity group for each service differs significantly from its corresponding negative propensity group on virtually all variables, except where noted.

<sup>1</sup> Difference not statistically significant from corresponding negative propensity group.



### 3.3 Importance of Job Characteristics

As a means of better understanding respondent's job decision-making process, they were asked to consider 12 job characteristics and to indicate the importance they attach to each. The job characteristics are those that are believed to be most salient to 16 to 21 year-old youth when considering a job. Insofar as the services must compete with industry and other areas of the public sector for manpower, it is essential that the "military job" encompass valued job attributes. Hence, this question provides important feedback to the services for purposes of developing effective recruiting strategies.

Table 3.4 compares the two propensity groups on these 12 job characteristic importances. On an absolute basis, all of the attributes are somewhat important to both propensity groups. On a relative basis, both propensity groups attach the most importance to "enjoy your job," "good income" and "job security" and the least importance to "recognition and status," "make your own decisions on the job" and "challenging work."

Relative to negative propensity youth, positive propensity men rated all but four of the attributes as more important. The two groups differ the greatest on the issues of "retirement income," "recognition and status," "teaches valuable trade/skill," and "challenging work." The latter three characteristics are prominent themes in service recruiting communications. These findings suggest, therefore, that these communications are addressing issues that are particularly relevant to positive propensity youth.

Just as the individual services do not appear to differ with respect to the demographic profiles of their respective propensity groups, it also appears that all of the services draw upon young men with similar job attribute values. That is, a

TABLE 3.4

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY  
MEAN RATINGS OF IMPORTANCE OF JOB CHARACTERISTICS\*

<u>Job Characteristics</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference</u>
Enjoy your job	3.38	3.41	-.03 **
Good income	3.37	3.31	+.06
Job security/steady job	3.34	3.28	+.06
Opportunity for good family life	3.29	3.23	+.06
Teaches valuable trade/skill	3.28	3.19	+.09
Developing your potential	3.26	3.20	+.06
Retirement income	3.25	3.13	+.12
Employer treats you well	3.24	3.23	+.01 **
Gives you the job you want	3.16	3.13	+.03 **
Challenging work	3.00	2.92	+.08
Make your own decisions on the job	2.98	2.96	+.02 **
Recognition and status	2.80	2.70	+.10
Base	(1397)	(3557)	

Source: Question 13a

\* Scale Value:

- 4 = Extremely important
- 3 = Very important
- 2 = Fairly important
- 1 = Not important at all

Therefore, larger values indicate greater perceived importance. The two propensity groups differ significantly except where indicated.

\*\* Not statistically significant

statistical analysis of the data reveals that differences between positive and negative propensity groups tend to be general and not service specific.

### 3.4 Achievability of Job Characteristics

For a job characteristic to be an enlistment motivation, it must be valued and perceived as something that can be readily achieved in the military. Hence, after being asked how important they considered each job characteristic to be, respondents were asked to rate the 12 characteristics in terms of whether they could be more readily achieved in military or civilian life. A five-point scale was used. An average rating less than 3.00 indicates that the job characteristic is perceived to be more achievable in the military; a rating above 3.00 indicates that the characteristic is perceived to be more achievable in a civilian job.

Table 3.5 summarizes the job characteristic perception data. For every job characteristic the positive propensity group considered the military as better enabling achievement than did the negative propensity group. The differences between the two groups were especially large with respect to the following job characteristics: "developing your potential," and "challenging work."

The absolute levels of the perception data indicate the degree to which respondents perceive the job characteristic to be achievable in either the military or in a civilian job. Positive propensity youth did not view the military as a means to five of the twelve job characteristics: "make your own decisions on the job," "employer treats you well," "good income," "opportunity for good family life," and "enjoy your job."

Negative propensity youth considered all but four job characteristics to be more attainable in a civilian job. The four exceptions were "teaches valuable trade/skill," "job security/steady job," "retirement income," and "challenging work." All four were viewed as more attainable in the military. The

TABLE 3.5  
ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY  
ACHIEVABILITY OF JOB CHARACTERISTICS  
AVERAGE RATINGS\*

<u>Job Characteristics</u>	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Difference+</u>
Teaches valuable trade/skill	2.26	2.75	-.49
Challenging work	2.42	2.99	-.57
Job security/steady job	2.52	2.76	-.24
Developing your potential	2.53	3.13	-.60
Retirement income	2.60	2.89	-.29
Recognition and status	2.68	3.03	-.35
Gives you the job you want	2.94	3.47	-.53
Enjoy your job	3.31	3.80	-.49
Opportunity for good family life	3.35	3.87	-.52
Good income	3.36	3.89	-.53
Employer treats you well	3.51	3.81	-.30
Make your own decisions on the job	3.67	3.99	-.32
Base	(1397)	(3557)	

Source: Question 13b

\* Scale Value:

- 5 = Much more likely in civilian
- 4 = Somewhat more likely in civilian
- 3 = Either civilian or military
- 2 = Somewhat more likely in military
- 1 = Much more likely in military

Therefore, a smaller value indicates relatively greater military likelihood.

+ The two propensity groups differ significantly on all job characteristics.

perceptions associated with these four job characteristics, therefore, suggest possible recruiting opportunities among the negative propensity group.

An analysis of the perception data by positive and negative propensity groups within each service reveals differences similar to those for overall propensity.

As a means of identifying job characteristics with enlistment motivation potential, the relative importance and perceived attainability of each attribute can be considered together in the form of a two-by-two matrix. The analysis involves dividing the 12 job characteristics into two groups: those perceived to be more achievable in the military and those perceived by respondents to be more achievable in a civilian job. Next, within each group, the job characteristics are rank ordered in terms of their relative importance. The top six attributes are those considered to be relatively important and the balance are those that can be considered to be relatively less important.

This analysis is shown below, first for positive propensity respondents and secondly for negative propensity respondents.

Positive Propensity Respondents

	More Achievable in Military*	More Achievable in Civilian Job **
Relatively Important	Job security Teaches valuable trade/skill Developing your potential	Enjoy your job Good income Opportunity for good family life
Relatively less Important	Retirement income Gives you the job you want Challenging work Recognition and status	Employer treats you well Make your own decisions on the job

\* Based on scores of less than 3.0 on the job characteristic  
achievability scale (See Table 3.5)

\*\* Based on scores of 3.0 or higher on the job characteristic  
achievability scale (See Table 3.5)

As shown in the matrix, three of the six more valued job characteristics were perceived as being more achievable in the military than in civilian life. These job attributes -- "job security," "teaches valuable trade/skill," and "developing your potential" -- have been prominent themes in recent recruiting communications. "Enjoy your job," "good income," and "opportunity for good family life" were valued job characteristics that were perceived as being more attainable in a civilian life. As such, they are issues that should be addressed in recruiting communications.

The same analysis is shown below for negative propensity individuals.



Negative Propensity Respondents

	More Achievable in Military*	More Achievable in Civilian Job **
Relatively Important	Job security Teaches valuable trade/skill	Enjoy your job Good income Opportunity for good family life Employer treats you well Developing your potential
Relatively less Important	Retirement income Challenging work	Gives you the job you want Make your own decisions on the job Recognition and status

-----  
\* Based on scores of less than 3.0 on the job characteristic  
achievability scale (See Table 3.5)

\*\* Based on scores of 3.0 or higher on the job characteristic  
achievability scale (See Table 3.5)

The perceptions of negative propensity youth were somewhat similar to those of their positive propensity counterparts. Like positive propensity respondents, negative propensity men perceived these valued job characteristics as more achievable in the military: "job security" and "teaches valuable trade/skill". Moreover, they perceived the same three valued job characteristics as more achievable in a civilian job. In addition, negative propensity youth considered two other valued job characteristics as more attainable in civilian life. These were "employer treats you well" and "developing your potential". These five valued job characteristics, perceived as being more achievable in a civilian job, represent advertising and recruiting opportunities for the services.

All in all, these job characteristic attitudes and perceptions have been fairly consistent over time.

### 3.5 Information Sources, Actions Taken, Advertising Recall, Recruiter Contact, Influencers

Presumably, the decision whether or not to join the military is complex and involves the consideration of a variety of information. This information can come from numerous sources such as military recruiters, military advertising, and influential others. The receipt of this information may involve self-initiated information-seeking activities such as asking for information by mail or talking about enlistment with influential people. In other cases, the individual may be a passive recipient of the information (e.g., advertising). Hence, propensity to serve in the military may be understood, in part, by analyzing this information-receipt process.

With the above in mind, the information-oriented activities of both positive and negative propensity respondents are summarized in Table 3.6. Throughout this series of studies, the two propensity groups have differed significantly on most of the measures shown in Table 3.6. The present wave is no exception. The following conclusions can be drawn from the table:

1. Positive propensity men are more likely than others to have talked about enlisting with influential others. The two groups, however, do not differ with respect to having received recruiting literature in the mail.
2. Positive propensity youth are more likely than their negative propensity counterparts to have been tested for military service and to have sought information from the services. This is especially true with respect to seeking information by mail.
3. The two groups do not differ with respect to recall of service advertising.

TABLE 3.6

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY  
INFORMATION SOURCES, ACTIONS TAKEN, ADVERTISING RECALL

	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Statistically Significant</u>
	<u>%</u>	<u>%</u>	
<u>Information Sources (Qu. 8c)</u>			
Talked with friends already in the service or who have been in the service	54.2	29.2	yes
Talked with one or both parents	53.7	22.4	yes
Received recruiting literature in mail	48.7	51.1	no
Talked with wife or girlfriend	27.8	11.1	yes
Talked with teacher or guidance counselor	17.7	6.2	yes
<u>Actions Taken (Qu. 8c)</u>			
Taken aptitude test in high school given by Armed Services	17.9	12.7	yes
Asked for information by mail	17.4	6.4	yes
Made toll-free call to get information	5.6	1.7	yes
Physically or mentally tested at a military examining station	5.5	3.1	yes
<u>Advertising Recall: % Recall Seeing/Hearing (Qu. 6a)*</u>			
Air Force	64.8	65.3	no
Army	80.3	76.6	no
Marine Corps	72.6	68.3	no
Navy	73.8	73.1	no
Joint Service Campaign	62.4	60.8	no

\* Base equals respondents asked question for specific service.

Table 3.7 compares the two propensity groups in terms of several dimensions of reported recruiter contact. The following conclusions can be drawn from the table:

1. A significantly greater proportion of positive propensity respondents claimed to have been in contact with service recruiters at some time in the past. More positive propensity youth also reported having had contact with service recruiters within the past five to six months.
2. With respect to the type of recent (past five to six months) recruiter contact, the two groups differ on all but "talked to recruiter by telephone." The two propensity groups were equally likely to have talked face-to-face (not at station) with recruiters, talked by telephone with recruiters, heard a recruiter at high school, or gone to a recruiting station.
3. Positive propensity respondents were more likely than negative propensity youth to initiate the contact with service recruiters representing three of the four services. The one exception was Marine Corps recruiters. While a greater proportion of positive propensity respondents who had had contact with a Marine Corps recruiter reported that the contact was self-initiated, the difference is not statistically significant.
4. Although the two propensity groups do not differ with respect to the perceived adequacy of information provided by service recruiters, nearly twice as many positive propensity men said that they felt more favorable about enlisting after talking to a service recruiter.

TABLE 3.7

ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY  
RECRUITER CONTACT

	<u>Positive Propensity</u> <u>%</u>	<u>Negative Propensity</u> <u>%</u>	<u>Statistically Significant</u>
<u>Recruiter Contact: Ever (Qu. 9a)</u>	51.9	47.2	yes
<u>Recruiter Contact: Past 5-6 Months (Qu. 8a)</u>	29.8	21.5	yes
<u>Nature of Recruiter Contact in Past 5-6 Months (Qu. 8b)</u>			
Talked face-to-face (not at station)	15.8	9.2	yes
Talked to recruiter by telephone	14.2	12.0	no
Heard recruiter at high school	13.8	9.0	yes
Went to recruiting station	11.6	4.2	yes
<u>Recruiter Contact Initiated by Respondent (Qu. 9d)*</u>			
Air Force	42.3	31.2	yes
Army	41.9	27.9	yes
Marine Corps	35.8	27.5	no
Navy	41.4	32.2	yes
<u>Recruiter Information Considered Adequate (Qu. 9e)*</u>			
Air Force	87.4	80.0	no
Army	82.0	78.0	no
Marine Corps	82.3	78.6	no
Navy	84.7	82.3	no
<u>Felt More Favorable About Joining After Talking to (Service) Recruiter (Qu. 9f)*</u>			
Air Force	40.2	18.6	yes
Army	31.7	16.2	yes
Marine Corps	30.6	18.4	yes
Navy	43.7	22.4	yes

Table 3.8 examines the relationship between propensity and the perceived attitudes of parents and friends. As in previous waves, positive propensity youth were more likely than others to perceive their parents and friends to be in favor of their joining the military. More fathers than mothers and more parents than friends in both propensity groups were perceived to be in favor of military service. The extent to which these perceptions are accurate, however, cannot be assessed. It is quite common for people to perceive that important others share their attitudes and perceptions.

The pattern of the data summarized in Tables 3.6, 3.7, and 3.8 have not altered over time. By way of summary, positive propensity respondents are more likely than negative propensity youth to have discussed military service with influential others, to have sought information from the military, to have been in contact with recruiters, and to feel that parents and friends support their serving in the military.

TABLE 3.8

## ANALYSIS OF PROPENSITY TO SERVE IN THE MILITARY

PERCEIVED ATTITUDES OF INFLUENCERS  
TOWARD JOINING THE MILITARY

	<u>Positive Propensity</u>	<u>Negative Propensity</u>	<u>Statistically Significant</u>
	<u>%</u>	<u>%</u>	
<u>Mother</u>			
In favor	31.3	14.3	yes
Against	27.1	41.5	yes
Neutral	36.8	38.3	no
<u>Father</u>			
In favor	44.1	23.3	yes
Against	10.0	21.6	yes
Neutral	36.0	45.4	yes
<u>Friends</u>			
In favor	21.0	7.7	yes
Against	20.9	37.9	yes
Neutral	55.1	51.8	no

Source: Questions 10a - 12c



### 3.6 Relationship Between Propensity and Recruiter Contact

The most direct means of influencing the military available market is recruiter contact. Through recruiter contact, individuals become more informed about military service. This experience, in turn, may affect (positively or negatively) their attitudes toward military service. Whether recruiter contact produces enlistment propensity or just the opposite cannot be determined from this study.

Table 3.9 examines the relationship between propensity for each service and reported contact with a recruiter from the service. The proportion of respondents expressing a positive attitude toward serving in a particular service and who also reported that they had contact with a recruiter from that service ranges from 18% to 33%. The comparable figures among negative propensity youth are significantly lower in all cases.

TABLE 3.9

EVER HAD CONTACT WITH RECRUITER FROM SPECIFIC SERVICE  
RELATED TO PROPENSITY FOR THE SAME SERVICE\*

	<u>Propensity for Individual Service</u>		
	<u>Positive</u>	<u>Negative</u>	<u>Difference</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Contact With Recruiter From</u>			
Air Force	17.8	11.0	+6.8
Army	32.9	23.1	+9.8
Marine Corps	19.8	11.5	+8.3
Navy	20.3	14.3	+6.0

Source: Question 9b

\*Bases are the appropriate positive and negative propensity groups for each service.

### 3.7 Enlistment Decision Process

In recent waves it has been suggested that the enlistment decision process involves at least two steps. First the individual decides upon the military (i.e., the product) and then he chooses among the different services (i.e., the brand). If this is true, it supports the joint service recruiting campaign.

The Fall 1979 data suggest that this hypothesis is still tenable. As shown in Table 3.10, a substantial number of men who have a positive propensity for each of the active duty services also expressed positive propensity towards one or more other active duty services. On the average, positive propensity individuals felt positive about more than two services, especially young men who have positive propensity for the Marine Corps.

This propensity for more than one service explains the demographic and attitudinal similarity among the positive propensity groups for each service. More importantly, it reaffirms the notion that the services appear to be drawing upon a fairly common pool of available manpower rather than from distinct segments.

TABLE 3.10

THE EXTENT TO WHICH PROSPECTS SHOW POSITIVE PROPENSITY  
FOR MORE THAN ONE SERVICE

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Also Show Positive Propensity for These Services:</u>				
Air Force	100.0	48.3	50.2	53.0
Army	37.4	100.0	53.0	40.8
Marine Corps	32.8	44.8	100.0	36.1
Navy	46.3	46.0	48.2	100.0
<u>Average Number of Active Duty Services</u>				
	2.16	2.39	2.51	2.30
Base	(770)	(596)	(503)	(672)

Source: Question 5

### 3.8 High School Graduates Not in School

The services are particularly interested in attracting high school graduates who have elected not to pursue a college or vocational education. Their attractiveness is at least two-fold. First, they tend to be more able mentally and more mature than high school dropouts. Secondly, they are likely to be responsive to the job-oriented training that the services offer; vocational training that they otherwise may not be able to acquire.

In the Fall 1979 wave, 33.4% of the sample are individuals who have graduated high school and are not currently in school. Tables 3.11 and 3.12 examine this group in terms of their demographics, attitudes, and behavior vis-a-vis the total sample. The following conclusions can be drawn about the group:

1. Demographically, the group of high school graduates who are not in school are below the U.S. averages for 16-to-21 year-old males with respect to these characteristics: not employed and looking for work, Black, father's education, having taken a college preparatory curriculum in high school and reported high school grades. On the other hand, they are above average with respect to having taken a vocational or commercial high school curriculum.
2. This target market is below the U.S. averages with respect to propensity to join each of the active duty services.
3. Consistent with their below average levels of propensity is the fact that high school graduates who are not in school are below average with respect to talking to their parents and school personnel about enlistment and asking for recruiting information by mail. They are above the U.S. average, however, with respect to having

TABLE 3.11

## DEMOGRAPHIC PROFILE OF HIGH SCHOOL GRADUATES NOT IN SCHOOL

<u>Variable</u>	<u>High School Graduates</u> %	<u>Total Sample</u> %	<u>Statistically Significant+</u>
Not employed/looking for work	9.7	18.5	yes-lower
Blacks	9.7	11.8	yes-lower
Other non-white	1.3	2.0	no
Education of father*	2.77	3.13	yes-lower
Quality index*	6.41	6.36	no
College preparatory curriculum in high school	34.0	44.0	yes-lower
Vocational curriculum in high school	46.7	39.2	yes-higher
Commercial/business curriculum in high school	18.5	15.8	yes-higher
A's and B's in high school	22.2	27.6	yes-lower
Base	(1732)	(5187)	

\* Mean scale values shown.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.12

ATTITUDINAL/BEHAVIORAL PROFILE OF  
HIGH SCHOOL GRADUATES NOT IN SCHOOL

PROPENSITY TO SERVE IN THE MILITARY, INFORMATION SOURCES, ACTION TAKEN

	High School Graduates %	Total Sample %	Statistically Significant+
<u>Positive Propensity (Qu. 5)</u>			
Air Force	11.9	15.3	yes-lower
Army	7.5	11.8	yes-lower
Marine Corps	6.9	10.0	yes-lower
Navy	10.5	13.4	yes-lower
<u>Information Sources (Qu. 8c)</u>			
Talked with friends already in the service or who have been in the service	37.4	36.2	no
Talked with one or both parents	26.8	31.1	yes-lower
Talked with girlfriend or wife	17.4	16.1	no
Talked with teacher or guidance counselor	7.3	9.3	yes-lower
<u>Actions Taken (Qu. 8c)</u>			
Taken aptitude test in high school given by the Armed Services	18.1	14.2	yes-higher
Asked for information by mail	7.3	9.7	yes-lower
Physically or mentally tested at a military examining station	4.7	3.8	no
Made toll-free call to get information	3.3	2.8	no
Base	(1732)	(5187)	

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.12

ATTITUDINAL/BEHAVIORAL PROFILE OF  
HIGH SCHOOL GRADUATES NOT IN SCHOOL

RECRUITER CONTACT

	High School Graduates %	Total Sample %	Statistically Significant+
<u>Recruiter Contact: Ever (Qu. 9a)</u>	57.8	47.9	yes-higher
<u>Recruiter Contact: Past 5-6 Months (Qu. 8a)</u>	22.6	25.4	yes-lower
<u>Recruiter Contact Initiated By Respondent (Qu. 9d)*</u>			
Air Force	29.7	34.4	no
Army	24.9	31.7	yes-lower
Marine Corps	25.8	29.5	no
Navy	35.1	35.1	no
<u>Recruiter Information Considered Adequate (Qu. 9e)*</u>			
Air Force	82.4	82.3	no
Army	78.7	79.6	no
Marine Corps	83.7	80.0	no
Navy	83.5	82.8	no
<u>Felt More Favorable About Joining After Talking To (Service) Recruiter (Qu. 9f)*</u>			
Air Force	19.6	25.1	no
Army	18.8	21.0	no
Marine Corps	20.5	21.9	no
Navy	25.3	28.1	no

\* Base equals respondents having contact with specific service.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.



TABLE 3.12  
ATTITUDINAL/BEHAVIORAL PROFILE OF  
HIGH SCHOOL GRADUATES NOT IN SCHOOL  
ADVERTISING RECALL

	High School Graduates	Total Sample	Statistically Significant+
	<u>%</u>	<u>%</u>	
<u>Advertising Recall: % Recall</u> <u>Seeing/Hearing (Qu. 6a) **</u>			
Air Force	72.6	65.0	yes-higher
Army	72.1	78.1	yes-lower
Marine Corps	65.7	69.6	no
Navy	68.4	73.7	no
Joint Service Campaign	54.9	62.0	yes-lower

\*\* Base equals respondents asked question for specific service.

+ Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.12

ATTITUDINAL/BEHAVIORAL PROFILE OF  
HIGH SCHOOL GRADUATES NOT IN SCHOOL  
JOB CHARACTERISTIC ATTITUDES

	<u>High School Graduates</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
<u>Achievability of Job Characteristics (Qu. 13b)</u> <u>Average Ratings*</u>			
Teaches valuable trade/skill	2.68	2.61	yes-higher
Job Security	2.71	2.70	no
Retirement income	2.82	2.81	no
Doing challenging work	2.96	2.84	yes-higher
Recognition and status	2.97	2.95	no
Developing your potential	3.06	2.98	yes-higher
Gives you the job you want	3.37	3.32	no
Opportunity for a good family life	3.73	3.72	no
Enjoy your job	3.79	3.67	yes-higher
Employer treats you well	3.81	3.73	yes-higher
Good income	3.87	3.74	yes-higher
Make own decisions on the job	3.96	3.90	no
Base	(1722)	(5187)	

\* Scale Value:

- 5 = Much more likely in civilian
- 4 = Somewhat more likely in civilian
- 3 = Either civilian or military
- 2 = Somewhat more likely in military
- 1 = Much more likely in military

Therefore, a smaller value favors the military.

- + Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

TABLE 3.12

ATTITUDINAL/BEHAVIORAL PROFILE OF  
HIGH SCHOOL GRADUATES NOT IN SCHOOL

JOB CHARACTERISTIC PERCEPTIONS

	<u>High School Graduates</u>	<u>Total Sample</u>	<u>Statistically Significant+</u>
<u>Relative Importance of Job Characteristics (Qu. 13a - Average Ratings)*</u>			
Enjoy your job	3.41	3.40	no
Good income	3.36	3.33	no
Job security	3.35	3.30	yes-higher
Employer treats you well	3.27	3.23	no
Opportunity for good family life	3.26	3.25	no
Developing your potential	3.25	3.22	no
Teaches valuable trade/skill	3.25	3.21	no
Retirement income	3.20	3.16	no
Gives the job you want	3.13	3.14	no
Make own decisions on the job	2.99	2.97	no
Doing challenging work	2.96	2.94	no
Recognition and status	2.78	2.73	yes-higher
Base	(1732)	(5137)	

\* Scale Value:

- 4 = Extremely important
- 3 = Very important
- 2 = Fairly important
- 1 = Not important at all

Therefore, larger values indicate greater perceived importance.

- + Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. estimate.

taken the Armed Services aptitude test in high school. This may reflect the fact that the reported incidence of taking this test has been declining over time.

4. The high school graduate group is above the U.S. average with respect to reported recruiter contact. This may reflect the interest service recruiters have in these individuals. With respect to reported recruiter contact during the past six months, however, this group is below the U.S. average. High school graduates also are below the U.S. average with respect to reported self-initiated recruiter contact with Army recruiters.
5. High school graduates who are not in school are on par with the U.S. averages with respect to the perceived adequacy of information provided by all four services. Moreover, this group is no more likely than others to feel more favorable about enlisting after talking to recruiters.
6. This target market is more likely than others to have recalled Air Force recruiting advertising, but less likely to recall advertising for the Army and the Joint Service Campaign.
7. High school graduates attached above average importance to these job attributes: "job security" and "recognition and status." In addition, they view civilian life as better enabling the achievement of six of the twelve job characteristics. When job characteristic importances and perceptions are considered together, only two valued job characteristics were perceived by high school graduates as being more achievable in the military: "job security" and "teaches valuable trade/skill."

In general, the Fall 1979 profile of high school graduates who are not in school is consistent with profiles developed in previous waves of this study. This profile of the high school graduate group's demographics, attitudes and behavior vis-a-vis national averages indicates that this group is generally on par with the total population of 16 to 21 year-old males. As such, the data do not reveal any recruiting or advertising opportunities that could be directed at this group for the purpose of enhancing their accession levels.

SECTION IV  
ADVERTISING AWARENESS

SECTION IV  
Advertising Awareness

Advertising is an important part of the marketing program for the all-volunteer force. All forms of advertising are used by the services in both individual service campaigns and a joint service campaign. Starting in the Spring 1977 wave, respondents have been asked a series of questions to assess their awareness and recall of individual service advertising. Since the Fall 1978 wave, respondents also have been asked similar questions with respect to the joint service advertising campaign. In the current wave, respondents also were asked to associate service slogans with the appropriate source (i.e., the four active duty services and the joint campaign). The advertising-related information collected in these series of studies provides the services with important feedback on the relative effectiveness of their advertising efforts.

A discussion of the Fall 1979 advertising awareness and recall data follows.

#### 4.1 Top-of-Mind Awareness of Specific Services

One measure of advertising is "top-of-mind" awareness, or the initial associations an individual has with a given concept. Accordingly, respondents were asked to indicate which branch of service they thought of first, when the term "Armed Services" or "military" are mentioned.

Table 4.1 presents the results. As in the past waves, the Army was the service mentioned first most often. The Air Force, Navy, and Marine Corps followed in that order. When first, second, and all other mentions are combined, the proportion of respondents naming any one service ranges from approximately one-half (Marine Corps) to three-quarters (Army and Navy). The pattern of these data has been fairly consistent across time.

The relationship between "top-of-mind" awareness (first association) of each service and propensity to join that service is examined in Table 4.2. As in past waves, the two measures appear to be related. That is, people with positive propensity for a particular service tend to name that service first in response to the terms "Armed Services" and "military". The relationship appears strongest for the Army. More than one-half (55.1%) of the young men who expressed positive propensity for the Army first associated Army with the two terms. For the convenience of the reader the circled values in Table 4.2 highlight these associations. No statistical significance is implied by this notation.



TABLE 4.1  
BRANCH OF SERVICE NAMED IN RESPONSE TO "ARMED SERVICES"

<u>Service Mentioned</u>	Percent of Respondents Who Mentioned Specific Services			
	First	Second	All Other	All
	<u>Mention</u>	<u>Mention</u>	<u>Mentions</u>	<u>Mentions</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Combined</u> <u>%</u>
Army	38.4	20.9	16.3	75.3
Air Force	22.7	19.9	25.1	67.0
Navy	17.8	30.6	24.6	72.4
Marine Corps	14.2	18.2	26.9	58.8
Coast Guard	1.9	2.2	8.7	12.6
None	5.0	3.1	18.0	25.6

Base All Respondents

Source: Questions 4a, 4b and 4c

TABLE 4.2  
RELATIONSHIP OF BRANCH OF SERVICE FIRST ASSOCIATED WITH  
"ARMED SERVICES" AND PROPENSITY\*

First Association	Air Force		Army		Marine Corps		Navy	
	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %	Positive Propensity %	Negative Propensity %
Air Force	43.5	18.4	14.1	23.6	15.2	23.3	21.7	22.5
Army	27.3	40.7	55.1	36.3	32.2	39.5	28.5	40.1
Marine Corps	11.0	14.9	15.1	14.2	34.3	11.9	11.5	14.8
Navy	14.6	18.4	10.9	18.8	13.4	18.3	33.9	15.2

Base All Respondents

Source: Question 4a

\* The magnitude of the relationship between positive propensity and "first association" is limited because (1) the positive propensity group of each service consists of individuals with positive propensity for other services and (2) respondents can give only one "first association".

#### 4.2 Advertising Content Recall

Tables 4.3 and 4.4 summarize respondents' recall of advertising for the individual services and recall of the joint service advertising campaign. The data presented are based on asking respondents to recall everything they remember seeing or hearing in advertising for either a specific service or about the combined service advertising. Table 4.3 summarizes the levels of advertising awareness for the last six waves. Data for each of the services are shown for each of these waves. Data for the joint services campaign, however, are shown only for the last three waves; the period during which this campaign has been tracked by this study. Respondents' comments have been coded into a set of categories to facilitate interpretation and provide continuity over time. These data are shown in Table 4.4 for each advertising source.

The following conclusions can be drawn from Table 4.3 and Table 4.4:

1. Since the Spring 1977 wave, awareness of service advertising has increased significantly for each source of recruitment advertising. This pattern of continuous increases in awareness was interrupted only once in the Spring 1978 wave. The levels of advertising awareness have increased from 30 to 40 percent over initial figures. The Army has realized the largest increase during this period.
2. As shown in Table 4.4, Fall-to-Fall advertising awareness for the Air Force increased by 4.7 percentage points. This increase, however, is not statistically significant. There was, however, a significant increase in the percentage of young men who said that they could not remember what they had seen or heard in the Air Force advertising.

TABLE 4.3  
 RECALL OF SERVICE ADVERTISING  
 SPRING 1977 - FALL 1979 SUMMARY

	Spring '77 %	Fall '77 %	Spring '78 %	Fall '78 %	Spring '79 %	Fall '79 %	Increase Spring '77 Fall '79*
Army	56.0	64.4	66.3	70.4	74.0	78.1	+39%
Navy	55.3	62.0	58.1	63.9	71.5	73.6	+33%
Marine Corps	52.1	63.0	59.9	65.1	66.0	69.6	+34%
Air Force	49.2	59.1	54.8	60.3	62.2	65.0	+32%
Joint Services -	-	-	-	53.1	66.2	62.0	+17%**

Source: Question 6a

\*Represents the Spring '77 - Fall '79 difference as a percentage of the Spring '77 figure.

\*\*Represents the Fall '78 - Fall '79 difference as a percentage of the Fall '78 figure, since no data were collected prior to Fall '78.

TABLE 4.4  
RECALL OF ADVERTISING FOR THE AIR FORCE

	Fall '78 %	Fall '79 %	Change %	Statistically Significant
<u>Have Seen/Heard Advertising</u>	<u>60.3</u>	<u>65.0</u>	<u>+4.7</u>	<u>no</u>
Men with equipment	7.1	7.7	+ .6	no
Teaching/learning a trade	4.4	7.7	+3.3	yes
Want you to join/enlist	6.8	5.6	-1.2	no
Educational benefits	3.2	5.4	+2.2	yes
Opportunities	4.8	5.1	+ .3	no
Equipment without men	9.6	4.8	-4.8	yes
Travel/see world/see country	4.4	3.9	- .5	no
Variety of jobs	2.3	3.6	+1.3	no
Good pay/good starting pay	2.1	2.9	+ .8	no
Best service/praised service	4.9	2.1	-2.8	yes
Slogans (e.g., Fly with the Air Force)	.5	1.9	+1.4	yes
Adventure	1.1	1.5	+ .4	no
Men in training	.7	1.0	+ .3	no
Men in uniform	1.2	1.0	- .2	no
Fun/recreation	.4	.6	+ .2	no
Men with flag	-	.1	+ .1	no
Other benefits (e.g, health)	3.4	2.0	-1.4	no
Other miscellaneous mentions	6.9	6.9	-	no
Don't recall content	22.9	28.9	+6.0	yes
<u>Have not seen/heard advertising</u>	<u>39.7</u>	<u>35.0</u>	<u>-4.7</u>	<u>no</u>

Base:

(856)

(993)

Source: Questions 6a

- \* The reduced bases reflect the fact that each respondent was asked the advertising question for only one or two of the four military services, or for the joint advertising.

TABLE 4.4  
RECALL OF ADVERTISING FOR THE ARMY

	Fall '78 %	Fall '79 %	Change %	Statistically Significant
<u>Have Seen/Heard Advertising</u>	<u>70.4</u>	<u>78.1</u>	<u>+7.7</u>	<u>yes</u>
Teaching/learning a trade	7.9	11.4	+3.5	yes
Want to join/enlist	8.0	10.7	+2.7	no
Travel/see world/see country	11.0	9.1	-1.9	no
Educational benefits	6.0	7.2	+1.2	no
Opportunities	6.5	6.1	- .4	no
Variety of jobs	5.2	6.0	+ .8	no
Slogans (e.g., Uncle Sam needs you)	3.9	5.3	+1.4	no
Men in training	7.7	4.3	-3.4	yes
Men with equipment	8.6	4.2	-4.4	yes
Adventure	2.6	3.6	+1.0	no
Good pay/good starting pay	2.3	3.5	+1.2	no
Best service/praised service	7.8	1.8	-6.0	yes
Men in uniform	2.8	1.7	-1.1	no
Equipment without men	1.8	1.5	- .3	no
Fun/recreation	1.3	1.0	- .3	no
Men with guns	.2	.4	+ .2	no
Men with flag	.1	-	- .1	no
Other benefits (e.g., health)	3.8	4.0	+ .2	no
Other miscellaneous mentions	14.8	12.9	-1.9	no
Don't recall contents	16.7	23.6	+6.9	yes
 Have not seen/heard advertising	 <u>29.6</u>	 <u>21.9</u>	 <u>-7.7</u>	 yes

Base: (877) (1068)

Source: Questions 6a

- \* The reduced bases reflect the fact that each respondent was asked the advertising question for only one or two of the four military services, or for the joint advertising.

TABLE 4.4  
RECALL OF ADVERTISING FOR THE MARINE CORPS

	Fall '78 %	Fall '79 %	Change %	Statistically Significant
<u>Have Seen/Heard Advertising</u>	<u>65.1</u>	<u>69.6</u>	<u>+4.5</u>	<u>yes</u>
Slogans (e.g., The Few, The Proud, The Marines)	20.7	16.6	-4.1	yes
Men in training	6.0	6.1	+ .1	no
Teaching/learning a trade	4.4	6.1	+1.7	no
Travel/see the country/ see the world	5.9	5.7	- .2	no
Want to join/enlist	4.5	5.4	+ .9	no
Men in uniform	5.1	5.1	-	no
Opportunities	4.1	4.4	+ .3	no
Educational benefits	2.0	4.0	+2.0	yes
Variety of jobs	2.0	3.1	+1.1	no
Men with equipment	4.9	2.7	-2.2	yes
Good pay/good starting pay	1.4	2.0	+ .6	no
Adventure	1.4	1.9	+ .5	no
Equipment without men	1.4	1.6	+ .2	no
Best service/praised service	8.3	1.2	-7.1	yes
Fun/recreation	.8	.9	+ .1	no
Men with flag	.6	.6	-	no
Men with guns	.4	.2	- .2	no
Other benefits (e.g., health)	2.3	1.9	- .4	no
Other miscellaneous mentions	5.1	9.2	+4.1	yes
Don't recall content	7.8	23.6	+5.8	yes
<u>Have not seen/heard advertising</u>	<u>34.9</u>	<u>30.4</u>	<u>-4.5</u>	<u>yes</u>

Base:

(1728)

(994)

Source: Questions 6a

- \* The reduced bases reflect the fact that each respondent was asked the advertising question for only one or two of the four military services, or for the joint advertising.

TABLE 4.4  
RECALL OF ADVERTISING FOR THE NAVY

	Fall '78 %	Fall '79 %	Change %	Statistically Significant
<u>Have Seen/Heard Advertising</u>	<u>63.9</u>	<u>73.7</u>	<u>+9.8</u>	<u>yes</u>
Travel/see the country/world	14.5	16.9	+2.4	no
Adventure	10.0	13.3	+3.3	yes
Equipment without men	9.5	6.5	-3.0	yes
Want you to join/enlist	7.4	7.6	+1.4	no
Men with equipment	6.3	7.7	+1.4	no
Teaching/learning a trade	5.2	8.1	+2.9	yes
Praised service	4.2	.2	-4.0	yes
Opportunities	3.8	4.4	+ .6	no
Variety of jobs	3.3	3.5	+ .2	no
Educational benefits	1.8	5.0	+3.2	yes
Fun/recreation	1.5	1.3	- .2	no
Good pay/good starting pay	1.3	2.5	+1.2	yes
Men in uniform	1.2	2.1	+ .9	no
Men in training	.5	1.8	+1.3	yes
Slogans (e.g., Navy makes boys into men)	.1	.3	+ .2	no
Men with flag	-	.1	+ .1	no
Men with guns	-	.1	+ .1	no
Other benefits (e.g., health)	1.4	2.2	+ .8	no
Other miscellaneous mentions	5.4	8.7	+3.3	yes
Don't recall contents	20.2	24.2	+4.0	yes
 Have not seen/heard advertising	 <u>36.1</u>	 <u>26.3</u>	 <u>-9.8</u>	 <u>yes</u>

base: (1699) (1052)

Source: Questions 6a

- \* The reduced bases reflect the fact that each respondent was asked the advertising question for only one or two of the four military services, or for the joint advertising.



TABLE 4.4  
RECALL OF ADVERTISING FOR THE JOINT SERVICES

	Fall '78 <u>8</u>	Fall '79 <u>8</u>	Change <u>8</u>	Statistically Significant
<u>Have Seen/Heard Advertising</u>	<u>53.1</u>	<u>62.0</u>	<u>+8.9</u>	<u>yes</u>
Teaching/learning a trade	5.3	9.2	+3.9	yes
Educational benefits	5.2	7.8	+2.6	no
Want you to join/enlist	6.5	7.3	+ .8	no
Travel/see the country/world	8.2	7.2	-1.0	no
Opportunities	4.8	6.9	+2.1	no
Slogans (e.g., Navy makes boys into men)	16.9	6.8	-10.1	yes
Men with equipment	4.8	4.4	.4	no
Mention all/several services	-	4.4	+4.4	yes
Adventure	3.8	4.0	+ .2	no
Good pay/good starting pay	2.1	3.1	+1.0	no
Men in training	2.5	2.0	- .5	no
Men in uniform	2.6	1.9	- .7	no
Equipment without men	2.9	1.1	-1.8	yes
Other miscellaneous mentions	17.3	9.3	-8.0	yes
Don't recall contents	14.0	19.8	+5.8	yes
<u>Have not seen/heard advertising</u>	<u>46.9</u>	<u>38.0</u>	<u>-8.9</u>	<u>yes</u>

Base: (868) (1060)

Source: Questions 6a

\* The reduced bases reflect the fact that each respondent was asked the advertising question for only one or two of the four military services, or for the joint advertising.

Among respondents who could recall the content of Air Force advertising, scenes of equipment with or without men and messages about learning a trade, messages urging enlistment, educational benefits, and opportunities were the most memorable copy points. This pattern of recall is comparable to that observed in recent waves.

Significant Fall-to-Fall increases in recall occurred with respect to these specific copy points: teaching/learning a trade, educational benefits, and slogans. Significant decreases in recall occurred for two copy points: scenes of equipment without men and messages praising the service.

3. Advertising recall for the Army increased significantly from Fall to Fall. As in previous waves, the level of awareness of Army advertising was the highest of the different advertising sources tracked. Coupled with the significant increase in advertising awareness was a significant increase in the proportion of respondents who said that they could not remember what they had seen or heard in the advertising.

The most memorable copy points were messages about teaching/learning a trade, messages urging enlistment, and travel.

Significant year-to-year increases in recall occurred with respect to only one copy point: teaching/learning a trade. On the other hand, significant decreases occurred with respect to these copy points: scenes of men in training, scenes of men with equipment, and messages urging enlistment.

4. Fall-to-Fall advertising awareness for the Marine Corps increased significantly. At the same time, the percentage of respondents who could not recall specific copy points also increased significantly.

As in the previous waves, respondents recalled Marine Corps slogans more than any other copy point.

Only one copy point--educational benefits--increased significantly from Fall to Fall. During the same time, the recall of these copy points decreased: slogans, scenes of men with equipment, and messages urging enlistment.

5. As observed in the Spring 1979 wave, the Navy realized the largest year-to-year increase in advertising awareness (+9.8 percentage points) of the four services. The proportion of young men who could not recall specific copy points, however, also increased during this period.

The most memorable copy points are messages about travel and adventure. This is a pattern that has been consistent across waves.

There were significant increases in awareness in these copy points: adventure, teaching/learning a trade, educational benefits, good pay, and scenes of men in training. At the same time, there were significant Fall-to-Fall decreases in recall of two copy points: scenes of equipment without men and messages praising the Navy.

6. Shortly after the Fall 1978 wave of this study, the services initiated a combined advertising campaign (Joint Service). This campaign features recruitment messages about each of the four services. Respondents in the Fall 1978 wave were asked to recall what they remembered seeing or hearing in an advertisement that featured all of the services. Since the Joint Service campaign did not begin until after the Fall 1978 wave, the data are believed to reflect respondents' confusion with respect to service advertising. Nevertheless, the data provide a useful baseline measure of awareness.

Table 4.4 summarizes the recall data for the Joint Service campaign for both the Fall 1978 and Fall 1979 waves. As the table shows, there was a significant Fall-to-Fall increase in awareness of this campaign. The current level of awareness, however, is somewhat lower than the Spring 1979 figure (66.2%). During this same Fall-to-Fall period, the proportion of respondents who could not recall what they had seen or heard increased significantly.

The most memorable copy points were messages about teaching/learning a trade and educational benefits.

On a year-to-year basis, recall of these copy points increased significantly: teaching/learning a trade and all services featured. On the other hand, recall of slogans and scenes of equipment without men decreased significantly.

By way of summary, awareness of service advertising continues to increase. Approximately two-thirds to three-quarters of 16-21 year old men recall having seen or heard advertising for one or more of the services. This positive trend in service advertising awareness is accompanied, however, by significant year-to-year increases in the proportion of young men who cannot recall specific copy points. As many as one-in-four young men fall into this category.

In recent reports (Fall 1978 and Spring 1979) of this study an attempt has been made to assess the "fit" between advertising recall and what respondents perceive to be important in a job and attainable in the military. This analysis was undertaken because the perceptions and attitudes of target market youth toward the military can be directly influenced by what they see and hear in service advertising. The Fall 1978 report noted a degree of incongruity between advertising content recall and job attribute attitudes and perceptions. That is, the most memorable advertising messages recalled were about the military per se

rather than how an individual can benefit from the service. This was less true in the Spring 1979 wave and even less true in the present Fall 1979 wave.

In the Fall 1979 wave, the following copy points....

Were Recalled Most Often

- . Travel/see the country/world
- . Adventure
- . Equipment without men
- . Men with equipment
- . Slogans
- . Teaching/learning a trade
- . Educational benefits
- . Want you to join/enlist
- . Opportunities

Showed Significant Year-to-Year Decreases in Recall

- . Equipment without men
- . Praised service
- . Men with equipment
- . Slogans
- . Men in training

While the most memorable advertising messages continue to speak to the military per se, these messages are being recalled less often than in the past. At the same time, messages about valued job attributes (e.g., learning a trade, opportunities, pay) are being recalled with increasing frequency. This is a positive trend.

#### 4.3 Recognition of Service Advertising Slogans

Throughout modern history the services have effectively used slogans in their advertising ("Uncle Sam Wants YOU"). Slogans always have been an effective means of generating and sustaining brand awareness. As the advertising data have shown, slogans are recalled more often than any other copy point used in Marine Corps advertising. Tracking the recognition of service advertising slogans, therefore, is another means of assessing the effectiveness of service advertising.

In the Fall 1979 wave, respondents were read a series of slogans currently used or used in the recent past in service advertising and asked to name the correct source of each slogan. Table 4.5 summarizes the data. The correct responses have been circled to facilitate interpretation. No statistical significance is implied by this notation. The following conclusions can be drawn from the table:

1. "Join the people who've joined the (Army)" and "The few. The Proud. The (Marines)" were correctly identified most often.
2. The following slogans generated some confusion: "This is the (Army).", "The (Navy). It's not just a job.", and "Maybe you can be one of us (Marine Corps).", Moreover, respondents were as likely to associate "(Air Force). A great way of life." with the Army or Navy as they were to name the Air Force.
3. Few respondents could correctly associate the Joint Service slogans with the correct source.

TABLE 4.5  
 RECOGNITION OF SERVICE ADVERTISING  
 SLOGANS

<u>SLOGAN</u>	<u>Associate Slogan with this Advertising Source</u>				
	<u>Army</u>	<u>Air Force</u>	<u>Navy</u>	<u>Marine Corp</u>	<u>Joint Advertising</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
"This is the _____"	37.6	9.5	22.8	8.8	4.3
"Join the people who've joined the _____".	80.3	4.0	9.5	2.3	1.1
"_____. A great way of life.	30.2	23.4	22.9	9.0	4.2
"_____. It's not just a job. It's an adventure."	29.6	7.8	47.2	8.9	3.3
"The few. The proud. The _____".	9.0	6.2	6.2	67.3	2.4
"Maybe you can be one of us".	10.1	17.7	14.0	35.2	7.8
"A chance to serve, a chance to learn".	29.9	19.5	18.5	7.6	8.0
"It's a great place to start."	34.4	14.0	17.8	8.5	7.8

Base

All Respondents

Source: Question 7

#### 4.4 Awareness of the Delayed Entry Program

As part of their basic recruiting strategies, the services are making an effort to match enlistees' job aspirations with available jobs within the services. The Delayed Entry Program is one means of achieving this fit. For this policy to be an effective recruiting strategy, young men must be aware of it. Hence, in the present wave of this study, respondents were asked two questions with respect to the Delayed Entry Program. These were whether or not they had seen or heard any advertising for the program and what they know about the program.

Tables 4.6 and 4.7 summarize the Delayed Entry Program awareness data. The following conclusions can be drawn from the tables:

1. Two-thirds of the sample said that they had seen or heard advertising for the Delayed Entry Program.
2. Awareness of advertising for the program was particularly high among those who are less likely to express an intention to enlist: negative propensity, older youth, high school graduates and college students, and those with higher mental quality skills. Insofar as the Delayed Entry Program is geared to individuals still in high school, these findings suggest that the services must improve awareness of the program among this subpopulation.
3. Whether or not they were aware of advertising for the program, respondents were asked what they know about the program. The most frequent comment was that an individual can come into the service at some future date. At the same time, over one-third of these individuals knew nothing about the program. This also suggests that awareness of the program needs to be enhanced.



TABLE 4.6

AWARENESS OF DELAYED ENTRY PROGRAM ADVERTISING  
DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>64.3</u>	
<u>Variable</u>		
Positive propensity	58.2	yes-lower
Negative propensity	66.8	yes-higher
16 years old	54.4	yes-lower
17 years old	61.3	no
18 years old	64.0	no
19 years old	68.8	yes-higher
20 years old	69.6	yes-higher
21 years old	70.6	yes-higher
10th/11th grade	54.2	yes-lower
Senior	63.9	no
In college	73.4	yes-higher
High school graduate not in school	71.1	yes-higher
Not high school	50.7	yes-lower
High quality index	73.8	yes-higher
Medium quality index	63.6	no
Low quality index	50.6	yes-lower
White	68.0	yes-higher
Black	39.9	yes-lower
Other non-white	55.0	yes-lower

Source: Questions 14a and 14b.

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

TABLE 4.7  
KNOWLEDGE OF DELAYED ENTRY PROGRAM

	<u>Fall '79</u>
	<u>%</u>
<u>Know this about program:</u>	
Can come into service at future date	56.9
Can join while in school	11.6
Offered by Army	6.2
Easier to get job/skill/school you want	5.5
Gives you guarantees	4.1
Easier to get location you want	2.8
Offered by Navy	2.3
Offered by Air Force	1.7
Offered by Marine Corps	1.6
Other miscellaneous mentions	2.4
Don't Know	37.7

Base      All Respondents

Source: Questions 14a and 14b.

4. The Army has run a communications program about the Delayed Entry Program. Only six percent of the sample mentioned that the program is offered by the Army. However, this should not be interpreted as an indication that association of the program with the Army is low, since the question was not directly asked. Awareness of advertising for the program among the individual service propensity groups, however, was lowest among those with positive propensity for the Army. These awareness figures are as follows:

<u>Service Propensity Group</u>	<u>Percent Aware</u>
Navy	58.7%
Air Force	57.9%
Marine Corps	52.3%
Army	52.1%

SECTION V  
ANALYSIS OF ENLISTMENT INCENTIVES

## SECTION V

### Analysis of Enlistment Incentives

The services have developed differing incentive packages as part of their efforts to increase the quantity and quality of volunteers. Among other things, cash bonuses and educational assistance have been offered as single incentives or in combination with one another. In some instances, incentive packages have been made available across-the-board to anyone enlisting in the military. In other cases, more attractive packages have been offered to those individuals willing to serve in hard-to-fill skills and for extended enlistment terms.

From time to time, this tracking study has examined the attractiveness of various incentives. Respondents have been asked to consider various incentives in terms of their relative impact on enlistment propensity. Specifically, the primary measure is the extent to which respondents will be more likely to consider enlisting given the availability of the particular incentive.

Prior to the present wave, the last time this study examined incentives was in the Fall 1978 wave. At that time, respondents were asked to consider the following incentives:

- One year of full tuition for college or trade school for each year of active duty military service
- Shorter enlistment (two-year)
- Increases in monthly starting pay (\$50, \$100, \$150)
- Increases in cash bonuses (\$1,000, \$2,000, \$3,000)

The reader is referred to the Fall 1978 report for a discussion of these incentives.

The present Fall 1979 wave focused on possible modifications of three types of incentives:

- Educational assistance (eliminating monthly contribution by enlistees)
- Increases in current monthly starting pay (\$50, \$100, \$200)
- Changes in the current bonus policy (\$4,000, \$5,000; and \$3,000, \$4,000, \$5,000 each with no extra year of duty required)

Each respondent considered all three incentives. However, he considered only one of three levels of increases in starting pay and one of five levels of change in cash bonuses along with the one level of educational assistance. (This was accomplished by printing multiple versions of the questionnaire and assigning respondents to each version on a random basis. The order of asking these questions was rotated across respondents to prevent any order bias.)

The information on incentives gathered in this study provides the services with guidance in addressing two key recruiting strategy issues:

- Whether proposed changes in current incentives are warranted
- Which incentives are likely to be most effective

The data derived from this study should be used to assess the relative magnitude of effects on enlistment intentions of (1) one incentive versus the other and (2) different levels of each incentive.

Operationally this means examining the data in three ways. First, the data are examined in terms of the proportion of respondents who indicated that they would be more likely to consider joining the military given the availability of each incentive. The degree to which these attitudes are held also is examined.

Secondly, the responses to each incentive are examined in terms of relevant demographic subgroups. Specifically, mean scale ratings are shown for each demographic group. Those groups whose ratings differ significantly from the national average are highlighted. These are groups for whom the specific incentive is either particularly appealing (i.e., rated higher than the national average) or particularly less appealing (i.e., rated lower than the national average).

Finally, the data are examined in terms of the degree to which the different levels of each incentive cause negative propensity respondents to indicate that they would be more likely to consider enlisting in the military.

A discussion of the findings follows.

5.1 The Impact of a Modification in Educational Assistance on Enlistment Intent

Respondents were asked two questions with respect to educational assistance. The first was concerned with the current educational assistance package. The second question examined reactions to a possible change in this package. The questions were as follows:

- Veterans of the military services can receive financial support for schooling. For those willing to place \$50-\$75 of their monthly pay in an educational savings account, the government will add \$2 for every \$1 they save during their tour of duty. The maximum amount of this benefit is \$8,100. Knowing this, would you be more likely, or not, to consider joining one of the active duty military services?
- If you did not have to contribute a portion of your monthly pay in order to receive this educational benefit, would you be more likely, or not, to consider joining one of the active duty military services?

Tables 5.1 - 5.4 summarize responses to these two questions. The following conclusions can be drawn:

1. Not shown in the tables is the finding that nearly all respondents (84%) were aware of the fact that the services offer some form of financial support for post-service education. Negative propensity youth were as likely as positive propensity individuals to be aware of this fact.
2. With respect to both the current and modified educational assistance packages, almost as many respondents said that they would be more likely to consider joining the military as did those who said they would not be more likely to consider enlisting. Moreover, both versions of educational assistance



TABLE 5.1  
EFFECT OF EDUCATIONAL ASSISTANCE  
ON LIKELIHOOD OF ENLISTING

	Fall '79 %
<u>More likely to consider joining</u>	<u>43.5</u>
Much more likely	12.2
Somewhat more likely	18.4
Just a little more likely	12.9
<u>Not more likely to consider joining</u>	<u>51.7</u>
Don't Know	4.8
Average*	1.91

Base All Respondents

Source: Question 16b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

EFFECT OF EDUCATIONAL ASSISTANCE ON  
LIKELIHOOD OF ENLISTING

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.91</u>	
<u>Variable</u>		
Positive propensity	2.61	yes-higher
Negative propensity	1.63	yes-lower
16 years old	2.21	yes-higher
17 years old	2.06	yes-higher
18 years old	1.90	no
19 years old	1.78	yes-lower
20 years old	1.73	yes-lower
21 years old	1.66	yes-lower
10th/11th grade	2.24	yes-higher
Senior	1.96	no
In college	1.75	yes-lower
High school graduate not in school	1.70	yes-lower
Not high school graduate	2.03	yes-higher
High quality index	1.82	yes-lower
Medium quality index	1.96	yes-higher
Low quality index	1.91	no
White	1.85	yes-lower
Black	2.28	yes-higher
Other non-white	1.95	no

Base All Respondents

Source: Question 16b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

TABLE 5.3  
EFFECT OF CHANGE IN EDUCATIONAL ASSISTANCE  
ON LIKELIHOOD OF ENLISTING

	Fall '79 %
<u>More likely to consider joining</u>	<u>43.0</u>
Much more likely	17.4
Somewhat more likely	16.1
Just a little more likely	9.6
<u>Not more likely to consider joining</u>	<u>53.1</u>
Don't Know	3.9
Average*	1.98

Base All Respondents

Source: Question 16c

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

TABLE 5.4  
EFFECT OF CHANGE IN EDUCATIONAL ASSISTANCE  
ON LIKELIHOOD OF ENLISTING

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant†
<u>Total U.S. Estimate</u>	<u>1.98</u>	
<u>Variable</u>		
Positive propensity	2.61	yes-higher
Negative propensity	1.73	yes-lower
16 years old	2.23	yes-higher
17 years old	2.10	yes-higher
18 years old	1.97	no
19 years old	1.87	yes-lower
20 years old	1.82	yes-lower
21 years old	1.79	yes-lower
10th/11th grade	2.25	yes-higher
Senior	2.06	yes-higher
In college	1.83	yes-lower
High school graduate not in school	1.81	yes-lower
Not high school graduate	2.05	no
High quality index	1.92	no
Medium quality index	2.01	no
Low quality index	1.97	no
White	1.93	yes-lower
Black	2.36	yes-higher
Other non-white	1.96	no

Base All Respondents

Source: Question 16c

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

†Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

have comparable overall effects on enlistment propensity.

3. The extent to which individuals would be more likely to consider joining the services, however, is somewhat stronger for the modified educational assistance package. That is, the average rating for the modified version is significantly higher than that for the current version (1.98 versus 1.91).
4. Reference to Tables 5.2 and 5.4 indicate that the demographic subgroups in whom the services are most interested tended to give below-average ratings to both educational assistance packages. However, this demographic analysis slightly favors the modified educational package. That is, high school seniors' rating of the current education package was on par with the national average but was above average for the modified version. Likewise, youth in the high mental quality group gave a below-average rating to the current educational assistance package but were on par with the national average with respect to the modified form of this incentive.
5. The key analytical issue is the degree to which both current and modified versions of educational assistance cause individuals who are less likely to enlist (i.e., negative propensity youth) to say they would be more likely to consider enlisting given the availability of these incentives. Although not shown in the tables, the following findings emerge from the data. Thirty-three (33) percent of the negative propensity group said that they would be more likely to consider enlisting in view of the current educational assistance policy. Among positive

propensity individuals, the figure was 71%. The comparable figures for the modified version of the education incentive were 34% (negative propensity group) and 68% (positive propensity group).

To answer the question of whether the proposed change in educational assistance is warranted it is necessary to also consider to what extent, if any, did negative propensity individuals shift their attitude from the first to the second question. Specifically, of the 33% negative propensity youth who said they would be more likely to consider joining the service for the current education package, only 77% of them said the same thing with respect to the modified (enhanced) education package. At the same time, 12% of negative propensity youth who said they would not be more likely to consider enlisting given the current package shifted to a response of "would be more likely" for the modified package. The net effect of this attitudinal shifting among negative propensity youth positively affected by each version of educational assistance is virtually the same.

- b. By way of summary, the data indicate that both the current and modified forms of educational assistance are comparable in terms of the proportion of youth who express a favorable enlistment attitude. The intensity of this attitude, however, is slightly stronger for the modified education assistance package, especially among high school seniors and those in the high mental quality group.

## 5.2 The Impact of Increased Starting Pay on Enlistment Intent

As a means of assessing the relative effect on enlistment propensity of an increase in starting pay, respondents were asked the following question:

- The starting monthly pay for an enlisted man in the military is \$449. Assuming that everything else about the military services stays the same as it is now, if the starting pay were increased by (\$50/\$100/\$200) a month, would you be more likely, or not, to consider joining one of the active duty military services?

Tables 5.5 - 5.8 summarize responses to this question. The following conclusions can be drawn from these tables:

1. The proportions of respondents who said that they would be more likely to consider enlisting in one of the active military services if pay were increased by \$100 or \$200 a month are significantly higher than the figure associated with a \$50 a month increase. A \$200 increase had virtually no more impact on respondents than did \$100 a month increase (i.e., 45.3% versus 42.3% respectively). Moreover, the proportions of negative propensity respondents who said that they would be more likely to consider enlisting were comparable for the \$100 and \$200 increases. The figures were 31.4% and 34.5%, respectively. The figure for a \$50 increase was only 24.1%.
2. The extent to which certain individuals would be more likely to consider joining the services (i.e., attitude intensity) is comparable for each level of pay increase. That is, the typical response among youth who said they were more likely to consider joining was "somewhat more likely" and as many youth were likely to say "much more likely".

3. With respect to impacting youth in the prime recruiting target market (i.e., older, have completed high school, high mental quality), the demographic analyses suggest that a \$200 a month pay increase might be the most effective of the pay levels considered.



TABLE 5.5  
EFFECT OF CHANGE IN STARTING MONTHLY PAY  
ON LIKELIHOOD OF ENLISTING

	Fall '79		
	Monthly Pay Increase		
	\$50	\$100	\$200
	%	%	%
<u>More likely to consider joining</u>	<u>27.2</u>	<u>42.3</u>	<u>45.3</u>
Much more likely	8.2	14.1	13.9
Somewhat more likely	11.0	17.2	18.7
Just a little more likely	8.0	11.0	12.8
<u>Not more likely to consider joining</u>	<u>70.1</u>	<u>54.9</u>	<u>51.4</u>
Don't Know	2.7	2.8	3.3
Average*	1.56	1.90	1.95
Base All Respondents	(2008)	(2119)	(1044)

Source: Question 15

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

TABLE 5.6

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EFFECT OF \$50 A MONTH PAY INCREASE  
ON LIKELIHOOD OF ENLISTING

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant†
<u>Total U.S. Estimate</u>	<u>1.56</u>	
<u>Variable</u>		
Positive propensity	2.23	yes-higher
Negative propensity	1.29	yes-lower
16 years old	1.80	yes-higher
17 years old	1.71	yes-higher
18 years old	1.59	no
19 years old	1.45	no
20 years old	1.40	yes-lower
21 years old	1.31	yes-lower
10th/11th grade	1.83	yes-higher
Senior	1.62	no
In college	1.32	yes-lower
High school graduate not in school	1.41	yes-lower
Not high school graduate	1.72	no
High quality index	1.38	yes-lower
Medium quality index	1.61	no
Low quality index	1.74	yes-higher
White	1.49	yes-lower
Black	2.10	yes-higher
Other non-white	1.59	no
Base All Respondents	(2008)	

Source: Question 15

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

†Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

TABLE 5.7

EFFECT OF \$100 A MONTH PAY INCREASE  
ON LIKELIHOOD OF ENLISTING  
DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant†
<u>Total U.S. Estimate</u>	1.90	
<u>Variable</u>		
Positive propensity	2.67	yes-higher
Negative propensity	1.61	yes-lower
16 years old	2.20	yes-higher
17 years old	2.18	yes-higher
18 years old	1.81	no
19 years old	1.76	yes-lower
20 years old	1.75	no
21 years old	1.59	yes-lower
10th/11th grade	2.24	yes-higher
Senior	2.04	yes-higher
In college	1.61	yes-lower
High school graduate not in school	1.69	yes-lower
Not high school graduate	2.14	yes-higher
High quality index	1.76	yes-lower
Medium quality index	1.97	no
Low quality index	1.95	no
White	1.84	no
Black	2.32	yes-higher
Other non-white	1.90	no

Base All Respondents

(2119)

Source: Question 15

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

†Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average. \_

TABLE 5.8  
EFFECT OF \$200 A MONTH PAY INCREASE  
ON LIKELIHOOD OF ENLISTING

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.95</u>	
<u>Variable</u>		
Positive propensity	2.61	yes-higher
Negative propensity	1.68	yes-lower
16 years old	2.25	yes-higher
17 years old	2.14	yes-higher
18 years old	1.93	no
19 years old	1.80	no
20 years old	1.89	no
21 years old	1.60	yes-lower
10th/11th grade	2.29	yes-higher
Senior	2.06	no
In college	1.61	yes-lower
High school graduate not in school	1.81	no
Not high school graduate	2.07	no
High quality index	1.85	no
Medium quality index	1.95	no
Low quality index	2.09	no
White	1.92	no
Black	2.20	no
Other non-white	1.95	no

Base All Respondents (1044)

Source: Question 15

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ; indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

### 5.3 The Impact of Increased Cash Bonuses on Enlistment Intent

Respondents were asked two questions with respect to cash bonuses. The first was concerned with the present bonus policy and asked respondents to indicate their propensity for enlisting to get this bonus. The second question focused on the relative effect on enlistment propensity of various changes in the cash bonus policy. Five potential changes were examined. The questions were as follows:

- The military services offer a cash bonus of up to \$3,000 for enlisting. The bonus is offered in certain combat related jobs and requires an additional year of service. It is paid at the end of your initial training. Please tell me how likely it is that you would join one of the active duty military services to get this bonus. Would you say "Definitely", "Probably", "Probably Not" or "Definitely Not"?
- Assuming that everything else about the military services stays the same as it is now, if the cash bonus were:
  - . increased to \$4,000
  - . increased to \$5,000
  - . \$3,000 but did not require an additional year of service
  - . increased to \$4,000 and did not require an additional year of service
  - . increased to \$5,000 and did not require an additional year of service

would you be more likely, or not, to consider joining one of the active duty military services?

Tables 5.9 - 5.16 summarize the responses to these two questions. The following conclusions can be drawn:

1. Approximately 28% of the total sample said that they would "definitely" or "probably" join the military

for the current bonus package. This figure is comparable to the proportion of positive propensity youth in the sample. The composition, however, of this 28% consists of both positive and negative propensity individuals. Specifically, 59% of the positive propensity group and 16% of the negative propensity group expressed positive enlistment intentions as a function of the current bonus policy. In other words, six-out-of-ten positive propensity youth appear to be willing to spend an extra year in the service and in a combat-related job. One-in-six negative propensity youth also were interested in this type of military duty in exchange for a cash bonus.

2. According to Table 5.10, reaction to the current cash bonus policy is quite polarized. Its greatest appeal is among the youngest respondents, those still in high school or who have dropped out of high school, those with average or below average mental abilities, and Blacks. Among older respondents, those who have at least completed high school, those with above average mental abilities, and Whites, the appeal of the cash bonus is below the national average.
3. With respect to the proposed changes in the cash bonus, the least appealing modification appears to be raising the amount from \$3,000 to \$4,000 and keeping the extra year of service. The other four alternatives produced comparable reactions in terms of both the proportions of respondents who said that they would be more likely to enlist and the intensity of this attitude. What is particularly noteworthy is the fact that keeping the bonus at \$3,000 and eliminating the extra year of service appears to be as appealing as higher levels of bonus.

TABLE 5.9  
EXPRESSED LIKELIHOOD OF ENLISTING  
TO GET \$3,000 CASH BONUS WITH EXTRA YEAR

<u>Response</u>	<u>Fall</u> <u>'79</u> <u>%</u>
Definitely	5.0
Probably	22.9
Probably not	39.0
Definitely not	33.0

Base All Respondents

Source: Question 17a

TABLE 5.10  
EXPRESSED LIKELIHOOD OF ENLISTING  
TO GET \$ 3,000 CASH BONUS  
DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>2.00</u>	
<u>Variable</u>		
Positive propensity	2.60	yes-higher
Negative propensity	1.76	yes-lower
16 years old	2.22	yes-higher
17 years old	2.16	yes-higher
18 years old	1.97	no
29 years old	1.93	no
20 years old	1.86	yes-lower
21 years old	1.77	yes-lower
10th/11th grade	2.23	yes-higher
Senior	2.08	yes-higher
In college	1.76	yes-lower
High school graduate not in school	1.85	yes-lower
Not high school graduate	2.24	yes-higher
High quality index	1.82	yes-lower
Medium quality index	2.05	yes-higher
Low quality index	2.14	yes-higher
White	1.94	yes-lower
Black	2.39	yes-higher
Other non-white	2.03	no

Base All Respondents

Source: Question 17a

\*Mean scale values shown

Scale Value:

- 5 = Definitely
- 4 = Probably
- 3 = Don't know
- 2 = Probably not
- 1 = Definitely not

Therefore, larger values indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.



TABLE 5.11  
EFFECT OF CHANGE IN CASH BONUS POLICY  
ON LIKELIHOOD OF ENLISTING

	Fall '79				
	<u>\$4,000</u>	<u>\$5,000</u>	<u>\$3,000 &amp; No Extra Yr.</u>	<u>\$4,000 &amp; No Extra Yr.</u>	<u>\$5,000 &amp; No Extra Yr.</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>More likely to join</u>	<u>27.7</u>	<u>41.7</u>	<u>42.2</u>	<u>48.2</u>	<u>44.5</u>
Much more likely	8.2	14.0	13.4	17.1	14.4
Somewhat more likely	10.4	17.7	18.1	19.4	17.8
Just a little more likely	9.1	10.0	10.7	11.6	12.3
<u>Not more likely to join</u>	<u>70.1</u>	<u>54.4</u>	<u>53.8</u>	<u>49.5</u>	<u>52.5</u>
Don't Know	2.2	3.8	4.0	2.3	3.0
Average*	1.56	1.91	1.91	2.04	1.94
Base	(1046)	(1190)	(931)	(1039)	(957)

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

TABLE 5.12

## EXPRESSED LIKELIHOOD OF ENLISTING TO GET A \$4,000 CASH BONUS

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.56</u>	
<u>Variable</u>		
Positive propensity	2.18	yes-higher
Negative propensity	1.31	yes-lower
16 years old	1.76	yes-higher
17 years old	1.63	no
18 years old	1.62	no
19 years old	1.52	no
20 years old	1.49	no
21 years old	1.22	yes-lower
10th/11th grade	1.73	yes-higher
Senior	1.63	no
In college	1.36	yes-lower
High school graduate not in school	1.36	yes-lower
Not high school graduate	1.98	yes-higher
High quality index	1.37	yes-lower
Medium quality index	1.60	no
Low quality index	1.78	yes-higher
White	1.48	yes-lower
Black	2.18	yes-higher
Other non-white	1.56	no
Base All Respondents	(1046)	

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average. \_

TABLE 5.13

## EXPRESSED LIKELIHOOD OF ENLISTING TO GET A \$5,000 CASH BONUS

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.91</u>	
<u>Variable</u>		
Positive propensity	2.60	yes-higher
Negative propensity	1.63	yes-lower
16 years old	2.27	yes-higher
17 years old	2.09	yes-higher
18 years old	1.84	no
19 years old	1.85	no
20 years old	1.73	no
21 years old	1.58	yes-lower
10th/11th grade	2.29	yes-higher
Senior	1.93	no
In college	1.64	yes-lower
High school graduate not in school	1.64	yes-lower
Not high school graduate	2.41	yes-higher
High quality index	1.71	no
Medium quality index	1.98	no
Low quality index	2.03	no
White	1.84	no
Black	2.32	yes-higher
Other non-white	2.34	no
Base All Respondents	(1190)	

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

TABLE 5.14  
EFFECTS OF A \$3,000 BONUS WITH NO EXTRA YEAR  
ON LIKELIHOOD OF ENLISTMENT

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.91</u>	
<u>Variable</u>		
Positive propensity	2.61	yes-higher
Negative propensity	1.64	yes-lower
16 years old	2.13	yes-higher
17 years old	2.24	yes-higher
18 years old	1.80	no
19 years old	1.80	no
20 years old	1.71	no
21 years old	1.64	yes-lower
10th/11th grade	2.20	yes-higher
Senior	2.07	no
In college	1.70	yes-lower
High school graduate not in school	1.69	yes-lower
Not high school graduate	2.01	no
High quality index	1.84	no
Medium quality index	1.96	no
Low quality index	1.87	no
White	1.87	no
Black	2.13	yes-higher
Other non-white	2.17	no
Base All Respondents	(931)	

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average. \_

TABLE 5. 15  
EFFECTS OF A \$4,000 BONUS WITH NO EXTRA YEAR  
ON LIKELIHOOD OF ENLISTMENT

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>2.04</u>	
<u>Variable</u>		
Positive propensity	2.71	yes-higher
Negative propensity	1.77	yes-lower
16 years old	2.48	yes-higher
17 years old	2.22	yes-higher
18 years old	2.03	no
19 years old	1.87	no
20 years old	1.86	no
21 years old	1.70	yes-lower
10th/11th grade	2.45	yes-higher
Senior	2.15	no
In college	1.72	yes-lower
High school graduate not in school	1.88	yes-lower
Not high school graduate	2.08	no
High quality index	1.90	no
Medium quality index	2.08	no
Low quality index	2.17	no
White	1.98	no
Black	2.50	yes-higher
Other non-white	2.26	no
Base All Respondents	(1039)	

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ; indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average.

TABLE 5.16

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EFFECTS OF A \$5,000 BONUS WITH NO EXTRA YEAR  
ON THE LIKELIHOOD OF ENLISTMENT

## DEMOGRAPHIC ANALYSIS\*

<u>Variable</u>	<u>Fall '79</u>	<u>Statistically Significant+</u>
<u>Total U.S. Estimate</u>	<u>1.94</u>	
Positive propensity	2.70	yes-higher
Negative propensity	1.65	yes-lower
16 years old	2.21	yes-higher
17 years old	2.10	no
18 years old	1.96	no
19 years old	1.90	no
20 years old	1.64	yes-lower
21 years old	1.71	yes-lower
10th/11th grade	2.24	yes-higher
Senior	1.97	no
In college	1.71	yes-lower
High school graduate not in school	1.81	no
Not high school graduate	2.05	no
High quality index	1.77	yes-lower
Medium quality index	1.98	no
Low quality index	2.14	no
White	1.88	no
Black	2.31	yes-higher
Other non-white	2.13	no
Base All Respondents	(957)	

Source: Question 17b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Not more likely

Therefore, larger values ;indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than U.S. average. \_

4. The demographic analyses indicate that all of the proposed changes in cash bonus policy have similar effects across the different demographic subgroups. In particular, respondents in the prime target market group tended to give below average ratings to all five levels of the cash bonus.
5. The key analytical issue is the degree to which the modified versions of the cash bonus cause individuals who are less likely to enlist to say that they would be more likely to consider enlisting given the availability of these incentives. Although not shown in the tables, the following findings emerge from the data:

Seventeen (17) percent of the negative propensity group said that they would be more likely to consider enlisting to get a cash bonus of \$4,000 (including an extra year of service). Among the positive propensity group, the figure was 55%. For the other four proposed changes in cash bonus, this figure among negative propensity youth jumped to a range of 31% to 38%, and among positive propensity respondents it ranged from 69% to 73%.

6. To the extent that the services wish to maximize the impact of the cash bonus incentive, the data suggest that a change in the cash bonus package might be warranted. While a substantial number of negative propensity youth expressed an interest in enlisting in response to the current cash bonus, this number almost doubles in response to any of the proposed modifications.

By way of summary, the incentive data suggest that all three are likely to have some positive impact on the enlistment intentions

of 16 to 21 year old males, especially those who are not pre-disposed to serving in the military. The three incentives do not appear to differ with respect to the magnitude of impact on enlistment intentions. That is, they tend not to differ in terms of the proportion of male youth who report that they would be more likely to enlist given the availability of each incentive. Hence, the study does not suggest that any one of these incentives is likely to be more effective than the others.

The study does indicate, however, that some changes in the incentives may be warranted. The extent of these changes may not have to be extensive. Specifically, increasing pay by \$100 a month and keeping the bonus level at \$3,000 but eliminating the extra year of service are likely to positively affect enlistment intentions. Maintaining educational assistance in its present form and increasing awareness of it also may produce positive gains. In general, more extreme changes in all three incentives are likely to produce only small increases in the proportion of youth who express positive enlistment intentions. Such changes in the incentives are more likely to produce more intense positive attitudes, especially among the prime recruiting target market as shown in Table 5.17.



TABLE 5.17  
EFFECT OF VARIOUS ENLISTMENT INCENTIVES ON LIKELIHOOD OF ENLISTMENT  
WITHIN DEMOGRAPHIC GROUP ANALYSIS\*

	Educational Assistance		Monthly Pay Increase			Enlistment Bonus				
	Current	Modified	\$50	\$100	\$200	\$4,000	\$5,000	\$3,000 & no Extra Yr.	\$4,000 & no Extra Yr.	\$5,000 & no Extra Yr.
Positive Propensity***	2.61	2.61	2.23	2.67	2.61	2.18	2.60	2.61	2.71	2.70
Negative Propensity***	1.63	1.73	1.29	1.61	1.68	1.31	1.63	1.64	1.77	1.65
16 years old	2.21	2.23	1.80	2.20	2.25	1.76	2.27	2.13	2.48	2.21
17 years old	2.06	2.10	1.71	2.18	2.14	1.63	2.09	2.24	2.22	2.10
18 years old	1.90	1.97	1.59	1.81	1.93	1.62	1.84	1.80	2.03	1.96
19 years old	1.78	1.87	1.45	1.76	1.80	1.52	1.85	1.80	1.87	1.90
20 years old	1.73	1.82	1.40	1.75	1.89	1.49	1.73	1.71	1.86	1.64
21 years old	1.66	1.79	1.31	1.59	1.60	1.22	1.58	1.64	1.70	1.71
10th/11th grade	2.24	2.25	1.83	2.24	2.29	1.73	2.29	2.20	2.45	2.24
Senior	1.96	2.06	1.62	2.04	2.06	1.63	1.93	2.07	2.15	1.97
In college	1.75	1.83	1.32	1.61	1.61	1.36	1.64	1.70	1.72	1.71
High school graduate	1.70	1.81	1.41	1.69	1.81	1.36	1.64	1.69	1.88	1.81
Not high school graduate	2.03	2.05	1.72	2.14	2.07	1.98	2.41	2.01	2.08	2.05
High quality index	1.82	1.92	1.38	1.76	1.82	1.37	1.71	1.84	1.90	1.77
Medium quality index	1.96	2.01	1.61	1.97	2.05	1.60	1.98	1.96	2.08	1.98
Low quality index	1.91	1.97	1.74	1.95	2.14	1.78	2.03	1.87	2.17	2.14
White	1.85	1.93	1.49	1.84	1.92	1.48	1.84	1.87	1.98	1.88
Black	2.28	2.36	2.10	2.32	2.20	2.18	2.32	2.13	2.50	2.31
Other non-white	1.95	1.96	1.59	1.90	1.95	1.56	2.34	2.17	2.26	2.13
Total U.S.	1.91	1.98	1.56	1.90	1.95	1.56	1.91	1.91	2.04	1.94

\* Mean scale values shown

Scale Value:

4 = Much more likely

3 = Somewhat more likely

2 = Just a little more likely

1 = Not more likely

Therefore, larger values indicate greater perceived likelihood.

\*\*\*The underlines denote the highest average for each demographic subgroup. This notation does not imply any Statistical significance.

\*\*\*Refers to propensity for any service.

SECTION VI

ATTITUDES TOWARD DRAFT REGISTRATION

## SECTION VI

### Attitudes Toward Draft Registration

The following comments are reprinted from the Spring 1979 report.

Since its inception, the all-volunteer military has been the subject of great debate. In recent months this debate has intensified. A major focus of the discussion is whether the country could quickly mobilize enough trained manpower in case of an armed conflict. This has caused both supporters and critics of the all-volunteer military to question the need to reinstitute draft registration. A resumption of registration could arouse emotion regarding military service. The impact on voluntary enlistments of renewed intensified social feelings about military service is unknown. In order to determine what this impact might be, it is necessary to first gauge reaction to the draft registration concept. To determine this reaction, two questions must be asked. These are: Do target market youth perceive a need for registration? What are target market youth's attitudes about having to register? If they do not perceive a need for it, it is likely that they will not be in favor of having to register.

The Spring 1979 wave of this study addressed the first question: Do target market youth perceive a need for a draft registration? The present wave, Fall 1979, asked respondents to consider whether they favor or oppose a draft registration and what, if any, effect it would have on their enlistment intentions. It should be pointed out that these questions were asked prior to the events in Iran, Afghanistan, and the President's State-of-the-Union address. It is possible "that the attitudes reported here may have changed since these events.

A discussion of the data follows.

## 6.1 Attitudes Toward Draft Registration

In the Spring 1979 report, respondents were equally split with respect to their perceptions regarding the need for a draft registration. With respect to their attitude towards a draft registration, 16 to 21 year old males, as a group, are somewhat more decisive. In general, there is somewhat of a negative overall feeling toward draft registration. As shown in Table 6.1, one-in-four youth expressed approval, but one-half said they were against a draft registration. At the same time, a sizeable number of these youth had no opinion on the subject. This may reflect a lack of knowledge on the issue.

Table 6.2 examines this issue from the standpoint of different demographic subgroups. As the table shows, there is virtually no difference among demographic groups on this issue.

It is possible that 16 to 21 year old males view a draft registration as the first step in reviving the draft. That is, they see a return to the draft as an inevitable consequence of registration. To the extent that this is the case, it is possible that the prospect of a draft registration may influence certain individuals' enlistment intentions. With this in mind, respondents in the Fall 1979 wave were asked whether they would be more likely or less likely to enlist should a draft registration be instituted.

As shown in Table 6.3, almost as many youth said that they would be more likely to join as those who said that they would be less likely. Although not shown in the table, the key finding is that over one-third of the negative propensity group said that they would be more likely to consider enlisting, given the prospect of a draft registration.

TABLE 6.1

ATTITUDE TOWARD DRAFT REGISTRATION

	Fall '79
	<u>8</u>
Strongly in favor of it	7.0
Somewhat in favor of it	17.5
Neither in favor nor against it	24.2
Somewhat against it	21.2
Strongly against it	30.2
Average*	2.50

Base All Respondents  
Source: Question 18a

\*Mean scale value shown

Scale Value:

- 5 = Strongly in favor of it
- 4 = Somewhat in favor of it
- 3 = Neither in favor nor against it
- 2 = Somewhat against it
- 1 = Strongly against it

Therefore, larger values indicate stronger favor.

TABLE 6.2

## ATTITUDE TOWARD DRAFT REGISTRATION

## DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant†
<u>Total U.S. Estimate</u>	<u>2.50</u>	
<u>Variable</u>		
Positive propensity	2.91	yes-higher
Negative propensity	2.34	yes-lower
16 years old	2.56	no
17 years old	2.53	no
18 years old	2.46	no
19 years old	2.44	no
20 years old	2.51	no
21 years old	2.48	no
10th/11th grade	2.57	yes-higher
Senior	2.48	no
In college	2.44	no
High school graduate not in school	2.45	no
Not high school graduate	2.64	yes-higher
High quality index	2.52	no
Medium quality index	2.49	no
Low quality index	2.49	no
White	2.50	no
Black	2.51	no
Other non-white	2.47	no

Base

All Respondents

Source: Question 18a

\*Mean scale values shown

Scale Value:

- 5 = Strongly in favor of it
- 4 = Somewhat in favor of it
- 3 = Neither in favor nor against it
- 2 = Somewhat against it
- 1 = Strongly against it

Therefore, larger values indicate greater perceived likelihood.

†Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

TABLE 6.3

EFFECT OF DRAFT REGISTRATION ON  
LIKELIHOOD OF ENLISTING

	Fall '79 <u>8</u>
<u>More likely to join</u>	<u>43.4</u>
Much more likely	13.6
Somewhat more likely	18.5
Just a little more likely	11.3
<u>Less likely to join</u>	<u>47.8</u>
Don't know	7.9*
Average*	1.98

Base

All Respondents

Source: Question 18b

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Less likely

Therefore, larger values indicate greater perceived likelihood.

\*This figure may change

Table 6.4 presents these data in terms of demographic subgroups. Few differences are seen. Those differences that are significant are not surprising. That is, one might expect that positive propensity youth would be more inclined than negative propensity individuals to enlist. The age and education differences reflect the fact that the positive propensity groups consists of a disproportionate number of younger respondents.



TABLE 6.4

EFFECT OF DRAFT REGISTRATION ON  
LIKELIHOOD OF ENLISTING  
DEMOGRAPHIC ANALYSIS\*

	Fall '79	Statistically Significant+
<u>Total U.S. Estimate</u>	<u>1.98</u>	
<u>Variable</u>		
Positive propensity	2.37	yes-higher
Negative propensity	1.81	yes-lower
16 years old	2.06	yes-higher
17 years old	2.09	yes-higher
18 years old	2.00	no
19 years old	1.90	no
20 years old	1.94	no
21 years old	1.82	yes-higher
10th/11th grade	2.11	yes-higher
Senior	2.01	no
In college	1.96	no
High school graduate not in school	1.88	yes-lower
Not high school graduate	1.99	no
High quality index	1.98	no
Medium quality index	1.98	no
Low quality index	1.97	no
White	1.97	no
Black	2.04	no
Other non-white	1.96	no

Base

All Respondents

Source: Question

\*Mean scale values shown

Scale Value:

- 4 = Much more likely
- 3 = Somewhat more likely
- 2 = Just a little more likely
- 1 = Less likely

Therefore, larger values indicate greater perceived likelihood.

+Statistical significance based on total U.S. estimate falling beyond the range of two standard errors of the individual variable estimate. Where statistical significance is indicated, the variable estimate is either higher or lower than the U.S. average.

APPENDICES

APPENDIX I  
STATISTICAL RELIABILITY

Because respondents are weighted unequally it is not correct to assess standard errors by methods which would be appropriate with unweighted data.

Hence, standard errors were computed for all those variables reported at the national level using a replicated sample procedure developed by W.E. Deming for use with weighted data (Proceedings of the ASQC, June 5, 1961).

Standard errors estimated in this way averaged 10 percent greater than those obtained by applying the procedures ordinarily used with unweighted data.

The accompanying tables provide 95% confidence intervals for percentages observed in this study which are ten percent larger than those obtained by ordinary binomial methods.

### STATISTICAL RELIABILITY FOR DETERMINING ACCURACY OF PERCENTS WITHIN A SINGLE SAMPLE\*

At the 95% level of confidence

Sample Size <sup>†</sup>	Magnitude of Expected or Observed Percent				
	<u>10%</u> <u>90%</u>	<u>20%</u> <u>80%</u>	<u>30%</u> <u>70%</u>	<u>40%</u> <u>60%</u>	<u>50%</u> <u>50%</u>
100	6.4	8.7	9.8	10.6	10.8
200	4.8	6.2	6.9	7.5	7.6
400	3.3	4.3	5.0	5.2	5.4
600	2.6	3.5	4.1	4.3	4.5
1000	2.1	2.8	3.1	3.3	3.4
2000	1.4	2.0	2.2	2.4	2.4
2600	1.3	1.7	2.0	2.1	2.1
3000	1.2	1.6	1.8	2.0	2.0

\*\*

\* Not to be used for comparing observations from different groups of respondents

\*\* Observed percent  $\pm$  the appropriate number shows by how much the observation could vary due to sampling error

### STATISTICAL RELIABILITY FOR COMPARING PERCENTS BETWEEN TWO INDEPENDENT SAMPLES\*

At the 95% level of confidence

of Each Sample	Average of the Two Observed Percents				
	<u>10%</u> <u>90%</u>	<u>20%</u> <u>80%</u>	<u>30%</u> <u>70%</u>	<u>40%</u> <u>60%</u>	<u>50%</u> <u>50%</u>
100	9.2	12.2	14.0	14.9	15.2
200	6.4	8.7	9.8	10.6	10.8
400	4.6	6.2	6.9	7.5	7.6
600	3.7	5.0	5.8	6.2	6.3
1000	2.9	3.8	4.5	4.7	4.9
2000	2.1	2.8	3.1	3.3	3.4
2600	1.8	2.4	2.8	2.9	3.0
3000	1.7	2.2	2.5	2.8	2.8

\*\*

\* Not to be used for measuring accuracy of percents within a single sample

\*\* Minimum difference required between the observed percents in the two sampled populations to be statistically different

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YOUTH ATTITUDE TRACKING STUDY: FALL 1979.(U)  
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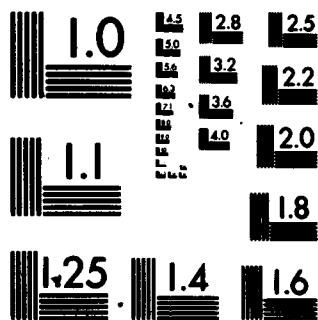
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MICROCOPY RESOLUTION TEST CHART

NATIONAL BUREAU OF STANDARDS-1963-A

## APPENDIX II TRACKING AREA CONCEPT

The "Tracking Area" concept is an integral part of the study objectives. It is designed to allow each Service to relate the findings to one or several recruiting districts. Each Service has a different number of recruitment allocations. A Tracking Area represents the commonality among services. Data collection and analysis based on Tracking Areas allows comparison, evaluation, and goal setting within each service on a local basis.

The Tracking Areas were constructed around these criteria: 1) to limit the number of Army District Recruiting Commands, Navy Recruiting Districts, Air Force Recruiting Detachments (Squadrons) and Marine Corps Recruiting Stations to three each or less per Tracking area, 2) to see that the TA's have a high commonality among services, i.e., a high percentage of the counties' Military Available being common to all four services, and 3) to represent regionally meaningful clusters of recruiting districts for the services.

For purposes of this research, 26 TA's were defined which account for every county in the Continental United States. This strategy provides for national conclusions to be drawn from the survey findings, as well as individual findings for the 26 TA's.

Since each Tracking Area is to contain undivided Recruiting Districts for each service, some counties occur in more than one TA. For all 26 areas the cumulative overlap is 13 percent.

The percentage of Military Availables in the United States accounted for by varying numbers of tracking areas is approximately as follows:

<u>Number of TA's</u>	<u>Percent Military Available</u>
Top 5	28.7
Top 10	52.9
Top 13	65.1
Top 15	72.2
Top 18	81.2
Top 20	86.8
All 26	100.00



## SUMMARY STATISTICS FOR TRACKING AREAS

Proposed Tracking Area	MA% of Total U.S.	% MA Accounted for by Counties		% Tracking Area MA Falling Outside DRC			No. of DRC's		
		Common to 4	Remainder	A	N	AF	A	N	AF
22 Michigan/Indiana	7.41	82	18	15	15	8	3	2	3
14 Alabama/Mississippi/ Tennessee	6.76	94	6	8	8	1	3	3	2
03 New York City	6.31	77	23	19	21	10	2	1	1
10 Richmond/North Carolina	6.12	62	38	12	33	14	4	2	2
25 Southern California/ Arizona	5.95	100	0	0	0	0	3	2	2
21 Ohio	5.94	76	24	6	7	14	3	2	2
16 Albany/Buffalo	5.89	59	41	22	8	17	4	2	2
16 Texas	5.79	95	5	3	0	0	4	3	2
01 Chicago	5.07	79	21	0	20	24	2	1	1
02 Harrisburg	4.79	62	38	7	7	36	2	2	1
24 Minnesota/North Dakota/ South Dakota/Nebraska	4.72	69	31	8	7	24	4	2	2
26 Northern California	4.67	86	14	14	0	13	2	1	2
20 Kansas City/Oklahoma	4.37	52	48	26	30	5	3	2	2
08 Pittsburgh	4.16	42	58	10	43	25	2	1	1
12 South Carolina/Georgia	3.87	57	43	36	10	36	2	2	1
04 Philadelphia	3.54	71	29	29	26	0	1	1	1
13 Florida	3.39	75	25	6	11	14	2	2	1
05 Boston	3.28	83	17	20	4	13	2	1	1
28 Washington/Oregon	3.23	70	30	1	28	29	3	2	1
27 New Mexico/Colorado/ Wyoming	3.17	56	44	19	2	43	2	2	1
09 Washington, D.C.	3.11	63	37	17	6	18	2	1	1
19 Kentucky	2.90	54	46	34	21	29	1	1	1
17 Arkansas	2.84	70	30	18	0	0	2	2	1
23 Wisconsin	2.28	89	11	7	4	4	1	1	1
20 Des Moines	1.86	57	43	42	34	15	1	1	1
15 New Orleans	1.98	62	38	29	20	45	1	1	1
Total (Cum.)	113.42	(72)	(28)	(14)	(14)	(15)	(61)	(43)	(37)

(47)

(37)

(43)

(61)

(14)

(15)

(14)

(14)

(28)

(72)

(18)

(2)

(1)

(2)

(1)

(1)

(1)

U.S. (Excluding HI, AK,  
PR, VI)  
18,190,300

### APPENDIX III WEIGHTING OF RESPONDENTS

The need to compare characteristics of individual tracking areas leads naturally to a study design in which the numbers of respondents in each tracking area are approximately equal. However, since the tracking areas contain unequal numbers of military availables, we cannot estimate national statistics by simply adding up the data for all the respondents; respondents in larger tracking areas should be weighted more heavily than those in smaller tracking areas.

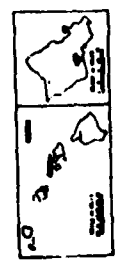
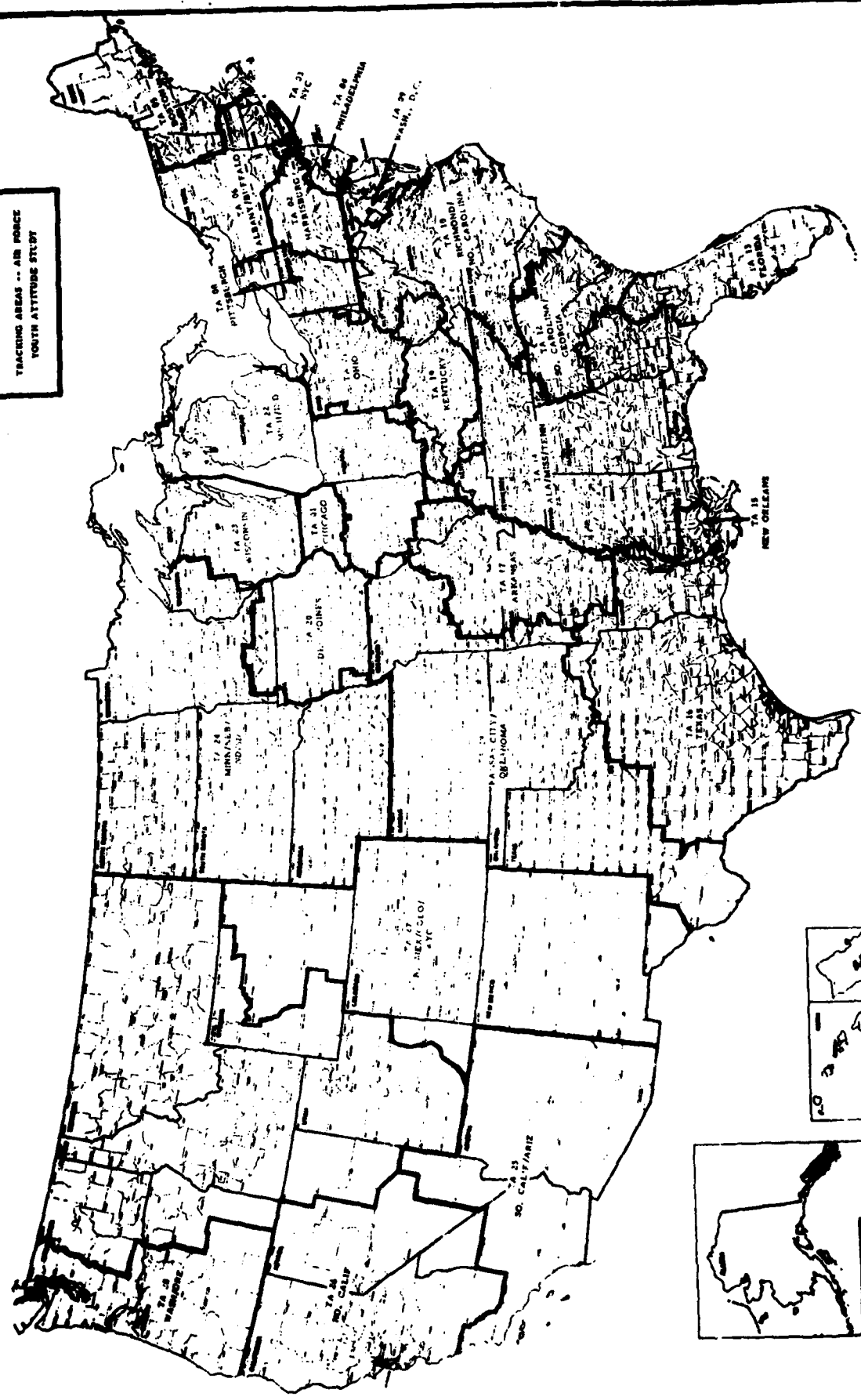
The respondent weighting system used in this wave represents an improvement over that of earlier waves. In the first two waves each respondent was classified into one of 156 cells on the basis of tracking area, age, and race (13 tracking areas x 6 age categories x 2 races = 156 cells). The actual number of military availables corresponding to each cell was estimated from census data. The weight for respondents in a cell was then simply the estimated number of military availables corresponding to that cell divided by the number of respondents in the cell.

The problem with that weighting method was that for some cells with few respondents (such as blacks in certain age categories in certain tracking areas) the denominator of the weighting fraction was quite variable. This led to weights that varied considerably from cell to cell, an undesirable property since it leads to some loss of statistical precision in the data.

The weighting system used since the Fall 1976 wave is somewhat different in principle, in that fewer weights are required. One weight is computed for each tracking area and another for each age/race combination. The weighting constant for each cell is simply the product of the appropriate tracking area and age/race weights.

Since fewer weights are computed by this method (26 tracking areas plus 12 age/race combinations = 38) than by the old method ( $12 \times 26 = 312$ ), they are much more stable and the variation between effective weights applied to individual cells is reduced substantially. This should lead to some increase in statistical precision.

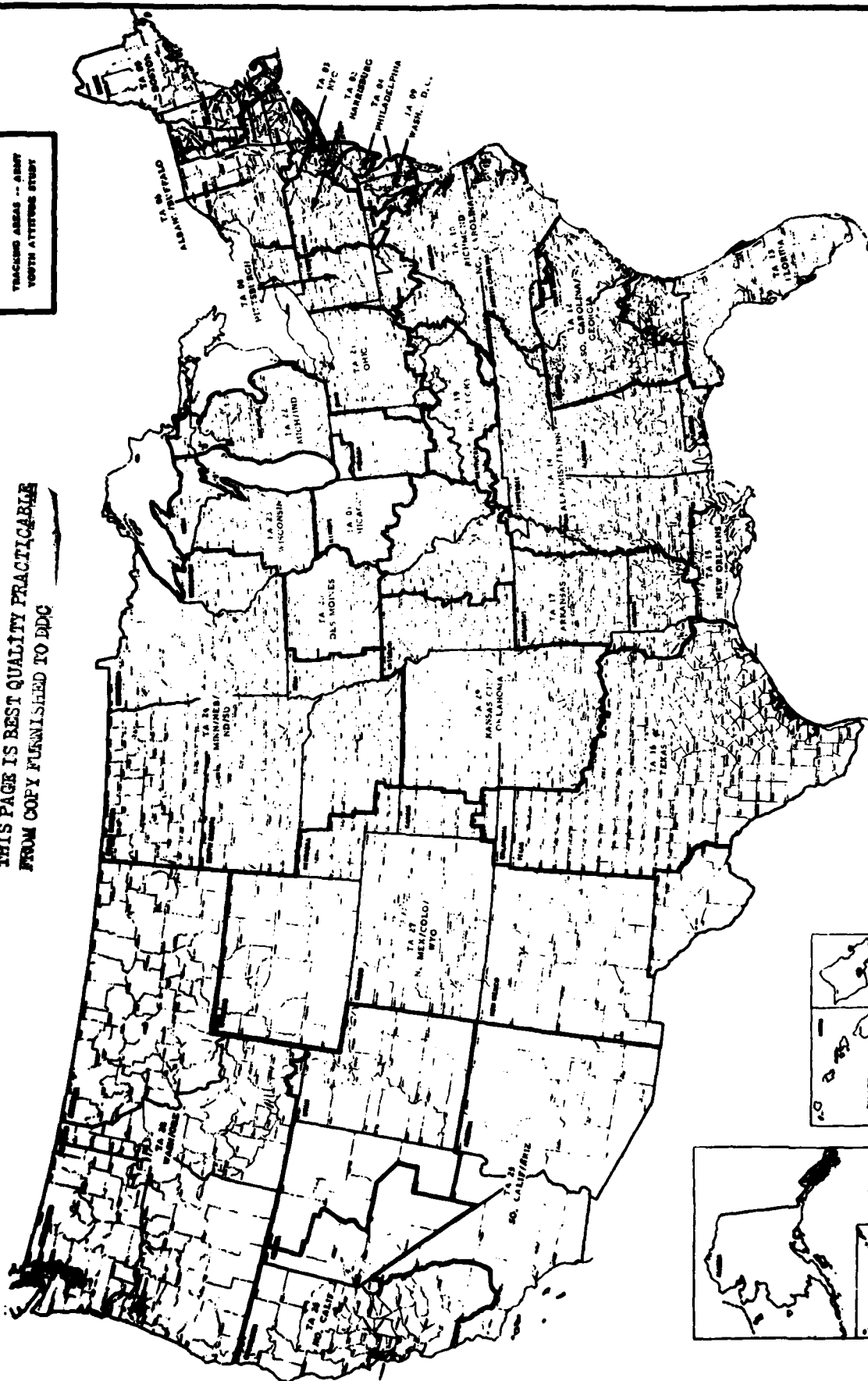
TRACKING AREAS -- AIR FORCE  
YOUTH ATTITUDE STUDY



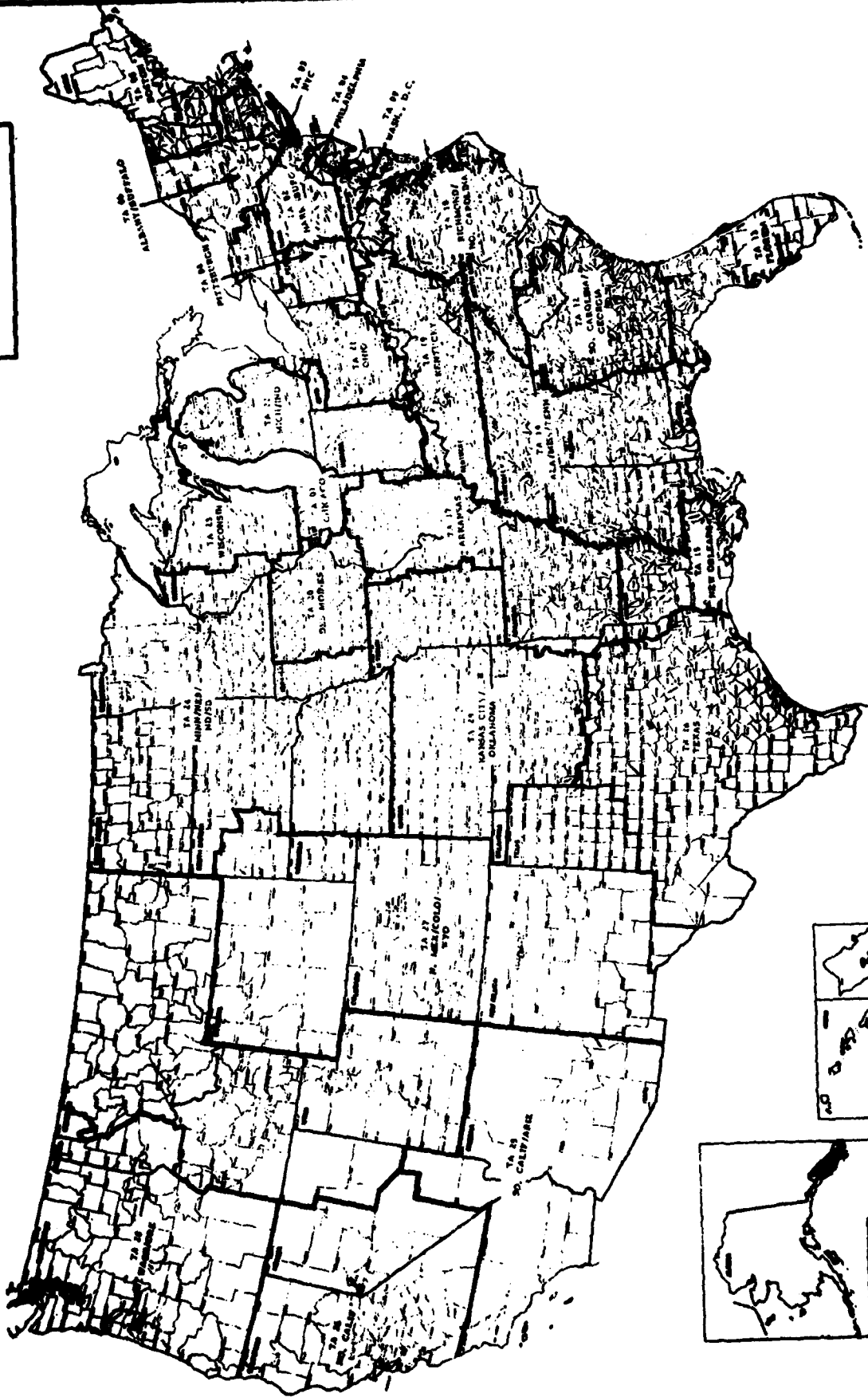
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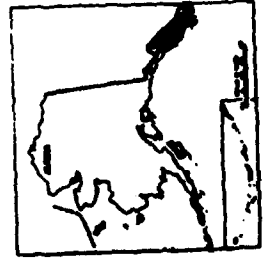
TRACKING AREAS -- ARMY  
YOUTH ATTENDING STUDY



TRACING AREA -- MAINE COUNTY  
YOUTH ATTITUDE STUDY

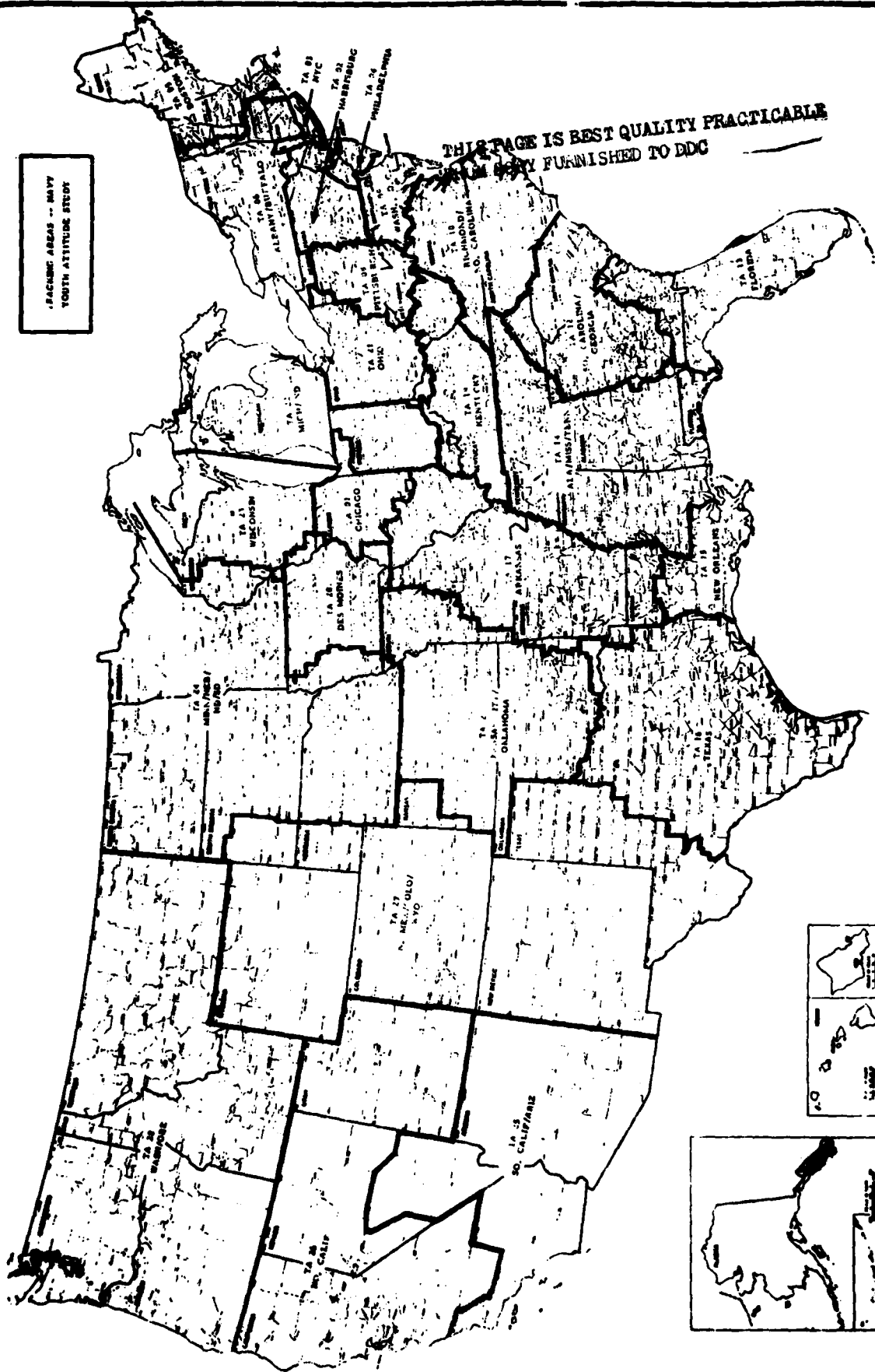


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FACING AREAS -- NAVY  
YOUTH ATTITUDE STUDY

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APPENDIX IV  
THE QUESTIONNAIRE



Market Facts, Inc., 100 South Wacker Drive, Chicago, Illinois 60606

OMB 322-2-6130  
Job No. 6320  
Card 7 (11 open)  
Exp 1-16

1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12A	13A	14A	15A	16A	17A	18A	19A	20A	21A	22A	23A	24A	25A	26A	27A	28A	29A	30A	31A	32A	33A	34A	35A	36A	37A	38A	39A	40A	41A	42A	43A	44A	45A	46A	47A	48A	49A	50A	51A	52A	53A	54A	55A	56A	57A	58A	59A	60A	61A	62A	63A	64A	65A	66A	67A	68A	69A	70A	71A	72A	73A	74A	75A	76A	77A	78A	79A	80A	81A	82A	83A	84A	85A	86A	87A	88A	89A	90A	91A	92A	93A	94A	95A	96A	97A	98A	99A	100A
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MILITARY SERVICE STUDY  
- Screener -

Market Facts Rep. \_\_\_\_\_

Field Station \_\_\_\_\_

Date \_\_\_\_\_

12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Hello. My name is \_\_\_\_\_ of Market Facts, an opinion research company. We are conducting a survey to find out young men's attitudes toward future occupations. Your household has been chosen by chance and any information you give us will be kept confidential by our firm to the extent that the law enables us to do so.

1. Are there any young men in your household between the ages of 16 and 21 currently living at home?

Yes... 1

No... 2 (TERMINATE AND RECORD ON CALL RECORD SHEET)

(22 open)

2a. How many young men between the ages of 16 and 21 are in your household? (CIRCLE ONE NUMBER)

1 2 3 4 5 More than five

(WRITE IN)

(23)

Now I would like to ask you a couple of questions about each young man between the ages of 16 and 21 in your household, (starting with the oldest.)

2b. How old is he? (RECORD UNDER QU. 2b BELOW)

3a. Is he currently a Junior or Senior in College, a College Graduate or attending Graduate School? (RECORD UNDER QU. 3a BELOW)

3b. Is he currently in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 3b BELOW)

3c. Has he ever served in the military service, the National Guard or the Reserves? (RECORD UNDER QU. 3c BELOW)

3d. Has he been accepted for service in a branch of the Armed Forces and now is waiting for a date when he is to go on active duty? (THIS DOES NOT INCLUDE NOTE. RECORD UNDER QU. 3d BELOW)

(RECORD INFORMATION BELOW, THEN CONTINUE ASKING AGE, EDUCATION AND MILITARY SERVICE STATUS, QU. 2b, 3a, 3b, 3c, 3d, FOR ALL YOUNG MEN BETWEEN 16 AND 21, FROM OLDEST TO YOUNGEST.)

Qu. 2b Age						Qu. 3a Currently a Jr./Sr. in College, College Grad or in Grad School		Qu. 3b In Military Service, National Guard or Reserves		Qu. 3c Ever		Qu. 3d Has he been		
16	17	18	19	20	21	Yes	No	Yes	No	Yes	No	Yes	No	
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(24-28)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(29-33)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(34-38)
1	2	3	4	5	6	1	2	1	2	1	2	1	2	(39-43)

(QUALIFYING MALES ARE THOSE WHO ANSWERED "NO" TO QU. 3a and 3b and 3c and 3d, BOXED COLUMNS. STARTING WITH THE OLDEST, LIST THE AGES OF THE QUALIFYING YOUNG MEN BELOW.)

USE THE RESPONDENT SELECTION BOX TO DETERMINE WHICH QUALIFYING MALE SHOULD BE THE SELECTED RESPONDENT. UNDER THE COLUMN HEADED "SELECTED RESPONDENT" CIRCLE THE NUMBER INDICATING THE PERSON CHOSEN.

Ages of Qualifying Males				Selected Respondent		
(Oldest)	1.	_____	_____	1	_____	
(Next Oldest)	2.	_____	_____	2	_____	
(Next Oldest)	3.	_____	_____	3	_____	
(Next Oldest)	4.	_____	_____	4	_____	(45)

Number of Qualified Males			
1	2	3	4
1	2	2	4

(ASK FOR FULL NAME OF SELECTED RESPONDENT. RECORD NAME, FULL QUALIFYING NUMBER BELOW.)

Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

(IF NOT AT HOME MAKE AN APPOINTMENT TO CALL BACK. MAKE UP TO TEN CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED. RECORD DATE, TIME AND RESULT OF EACH APPOINTMENT.)

1st App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(46)
2nd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(47)
3rd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(48)
4th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(49)
5th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(50)
6th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(51)
7th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(52)
8th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(53)
9th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(54)
10th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8	(55)

CIRCLE NUMBER OF FINAL APPOINTMENT:

1 6  
2 7  
3 8  
4 9  
5 10 (56)

RECORD RESULT OF FINAL APPOINTMENT:

No answer..... 1 (57)  
Phone disconnected/Out of order..... 2  
Long-term unavailability/language barrier/handicapped/retarded..... 4  
Refusal after qualification determined..... 6  
Qualified respondent not available- make 10 attempts..... 7  
Completed interview..... 8

(56-78 open)  
79 (57) 80

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Respondent Name

MILITARY SERVICE STUDY  
Questionnaire -OMB #22-R-0339  
Job No. 6320  
Page 1

Respondent Number 1 2 3 4

Date 5 6 7 8 9 10  
Month Day Year  
(11 open)

Market Facts' Repr. 12 13 14

Time Interview Began AM/PM

Interview Time 15 16 17

(IF CONTINUING SURVEY FROM SCREENER, CIRCLE RESPONDENT'S AGE UNDER QU. 3a AND BEGIN INTERVIEW WITH QU. 3b.)

(REINTRODUCE YOURSELF AND PURPOSE OF THE SURVEY IF TALKING WITH A NEW RESPONDENT:)

Hello, I'm of Market Facts, Incorporated. May I please speak with (RESPONDENT'S NAME)?

We are conducting a survey to find out young men's attitudes toward future occupations and would like to have your opinion. Your household has been chosen by chance. Any information you give us will be kept confidential by our firm to the extent that the law enables us to do so. There is an outside chance you may be called by my employer just to check that I did speak with you. Do you have some time to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.) (18-24 open)

3a. First of all, just to be sure I am interviewing the right person, what is your age please?

- Under 16.... 1 (TERMINATE) 19..... 5  
 16..... 2 20..... 6  
 17..... 3 21..... 7  
 18..... 4 22 & over.... 8 (TERMINATE) (25)

3b. Are you attending school now?

- Yes..... 1 No..... 2 (SKIP TO QU. 3d) (26)

3c. What is your current year in school? (IF NECESSARY, ASK:) What type of school is it?

- 10th Grade (High School)..... 1 (27) 1st year of 4-year college (Freshman)..... 6  
 11th Grade (High School)..... 2 2nd year of 4-year college (Sophomore)..... 7  
 12th Grade (High School)..... 3 1st year of Junior/Community college..... 8  
 First year of special training in vocational or trade school..... 4 2nd year of Junior/Community college..... 9  
 Second year of special training in vocational or trade school..... 5 3rd year of college..... 1  
 4th year of college or more..... 2 (TERMINATE) (28)

(SKIP TO QU. 3f)

3d. Are you a high school graduate?

- Yes..... 1 (SKIP TO QU. 3f) No..... 2 (29)

3e. How many years of schooling have you completed?

- Less than 1 year of High School..... 1 2 years of High School..... 3  
 1 year of High School..... 2 3 years of High School..... 4 (30)

3f. Are you currently employed?

- Yes..... 1 No..... 2 (31)

3g. Are you working full time or part time?

- Full time..... 1  
 Part time..... 2 (32)

3h. Are you currently looking for a job, or not?

- Yes... 1 No.... 2 (33)

3i. Now, let's talk about your plans for the next few years. What do you think you might be doing? (DO NOT READ LIST. PROBE WITH "ANYTHING ELSE", ETC., UNTIL UNPRODUCTIVE. CIRCLE AS MANY AS APPLY.)

- Going to school..... 1  
 Working..... 2 (SKIP TO QU. 3j, PAGE 2) (34)  
 Doing nothing..... 4  
 Other..... 5  
 Joining the service..... 3

3j. (IF RESPONSE ABOVE IS "JOIN THE SERVICE", ASK:) You mentioned that you might be joining the service, which branch would that be? (CIRCLE ONLY ONE ANSWER UNDER QU. 3j BELOW.)

3k. Which type of service would that be: Active Duty, Reserves or National Guard? (CIRCLE ONLY ONE ANSWER UNDER QU. 3k BELOW.)

Qu. 3j Branch of Service	(35)	Qu. 3k Type of Service				Don't Know Type	
		Active Duty	Reserves	National Guard			
Air Force.....	1	1	2	3	4		(36)
Army.....	2	1	2	3	4		(37)
Coast Guard.....	3	1	2	-	4		(38)
Marine Corps.....	4	1	2	-	4		(39)
Navy.....	5	1	2	-	4		(40)
Don't Know Branch.....	6	1	2	3	4		(41)

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37. How easy or difficult is it for someone of your age to get a full-time job in your area? Would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD ONE ANSWER BELOW.)

38. How about getting a part-time job -- would you say it is almost impossible, very difficult, somewhat difficult or not difficult at all? (RECORD ONE ANSWER BELOW.)

39. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 40.)

40. What is the next branch you think of? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ONE ANSWER BELOW UNDER QU. 41.)

41. Are there any others that come to mind? (DO NOT READ ALTERNATIVE ANSWERS. RECORD ALL OTHER MENTIONS BELOW UNDER QU. 42.)

42. Now, I'm going to read you a list of several things which young men your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be... (READ INSTRUCTIONS)

43. (DON'T READ) -- Don't know

44. (DON'T READ) -- Don't know

45. (DON'T READ) -- Don't know

46. (DON'T READ) -- Don't know

47. (DON'T READ) -- Don't know

48. (DON'T READ) -- Don't know

49. (DON'T READ) -- Don't know

50. (DON'T READ) -- Don't know

51. (DON'T READ) -- Don't know

52. (DON'T READ) -- Don't know

53. (DON'T READ) -- Don't know

54. (DON'T READ) -- Don't know

55. (DON'T READ) -- Don't know

56. (DON'T READ) -- Don't know

57. (DON'T READ) -- Don't know

58. (DON'T READ) -- Don't know

59. (DON'T READ) -- Don't know

60. (DON'T READ) -- Don't know

61. (DON'T READ) -- Don't know

62. (DON'T READ) -- Don't know

63. (DON'T READ) -- Don't know

64. (DON'T READ) -- Don't know

65. (DON'T READ) -- Don't know

66. (DON'T READ) -- Don't know

67. (DON'T READ) -- Don't know

68. (DON'T READ) -- Don't know

69. (DON'T READ) -- Don't know

70. (DON'T READ) -- Don't know

71. (DON'T READ) -- Don't know

72. (DON'T READ) -- Don't know

73. (DON'T READ) -- Don't know

74. (DON'T READ) -- Don't know

75. (DON'T READ) -- Don't know

76. (DON'T READ) -- Don't know

77. (DON'T READ) -- Don't know

Now, let's go on to another subject.

5a. In the last six months, have you had any contact with a military recruiter representing the active military?

5b. How were you in contact with the recruiter? (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5c. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5d. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5e. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5f. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5g. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5h. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5i. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5j. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5k. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5l. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5m. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5n. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5o. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5p. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5q. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5r. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5s. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5t. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5u. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5v. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5w. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5x. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5y. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5z. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5aa. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ab. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ac. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ad. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ae. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5af. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ag. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ah. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ai. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5aj. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5ak. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5al. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

5am. (ASK EVERYONE) In the last six months (READ EACH STATEMENT. START WITH THE "X" ITEM.)

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SKIP TO YELLOW OPEN END ANSWER SHEET

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Page 4

OMB 422-0-0339  
Job No. 6320  
Page 5

1. Have several more questions about military recruiters. (If "yes" to Q. 2a, ask Q. 2b. OTHERWISE, skip to Q. 2c.)

2a. Have you ever had any contact with any military recruiter?  
Yes..... 1 No..... 2 (SKIP TO PAGE 5, Q. 10a) (49)

2b. You say you have been in contact with a military recruiter. What branch or branches of the service did they represent? (SECOND BELOW, PLEASE.) Any other military recruiter? (PAGE UNTIL UNPRODUCTIVE.)

Recruiters represented	Air Force	Army	Navy	Marine Corps	Don't know
(51) Air National Guard..... 2	1	2	4	3	6
(52) Air Force Reserve..... 3	1	2	4	3	6
(53) Army National Guard..... 2	1	2	4	3	6
(54) Army Reserve..... 3	1	2	4	3	6
(55) Navy Reserve..... 2	1	2	4	3	6
(56) Marine Corps Reserve..... 2	1	2	4	3	6
(57) Other military recruiter..... 3	1	2	4	3	6

GO TO NEXT BRANCH, OR IF NO OTHER BRANCH, GO ON TO PAGE 5, Q. 10a.

3a. Did the [NAME SERVICE] recruiter contact you first, or did you contact him?

Recruiter contacted first..... 1  
You contacted first..... 2

3b. How adequate was the information you got from the [NAME SERVICE] recruiter? Did he give you..... 1  
All the information you wanted..... 2  
Most of it..... 3  
Not of it..... 4

3c. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3d. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3e. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3f. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3g. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3h. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

3i. Was your attitude toward joining [NAME SERVICE] more or less favorable than before you talked to the recruiter, or didn't it change?

More favorable..... 1  
Less favorable..... 2  
Didn't change..... 3

OMB 422-0-0339  
Job No. 6320  
Page 5

Card 4  
Box 1-10

Just a few more questions. How would your parents and friends feel if you told them you were thinking about joining any of the military services?

10a. Would your father be in favor of your joining the service, against it, or neutral?

In favor..... 1  
Against..... 2  
Neutral..... 3  
Don't know..... 4  
Don't have..... 5  
(SKIP TO QU. 11a) (11)

10b. (IF "IN FAVOR", ASK:) Would he be very much in favor of it or slightly in favor of it?

Very much..... 1  
Slightly..... 2  
(SKIP TO QU. 11a) (12)

10c. (IF "AGAINST", ASK:) Would he be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 11a) (13)

11a. Would your mother be in favor of your joining the service, against it, or neutral?

In favor..... 1  
Against..... 2  
Neutral..... 3  
Don't know..... 4  
Don't have..... 5  
(SKIP TO QU. 12a) (14)

11b. (IF "IN FAVOR", ASK:) Would she be very much in favor of it or slightly in favor of it?

Very much..... 1  
Slightly..... 2  
(SKIP TO QU. 12a) (15)

11c. (IF "AGAINST", ASK:) Would she be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 12a) (16)

12a. Would your friends be in favor of your joining the service, against it, or neutral?

In favor..... 1  
Against..... 2  
Neutral..... 3  
Don't know..... 4  
Don't have..... 5  
(SKIP TO QU. 13a) (17)

12b. (IF "IN FAVOR", ASK:) Would they be very much in favor of it or slightly in favor of it?

Very much..... 1  
Slightly..... 2  
(SKIP TO QU. 13a) (18)

12c. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (19)

12d. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (20)

12e. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (21)

12f. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (22)

12g. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (23)

12h. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (24)

12i. (IF "AGAINST", ASK:) Would they be slightly against it or very much against it?

Slightly..... 1  
Very much..... 2  
(SKIP TO QU. 13a) (25-31 open)

59 [2]

15a. Do you think the military services offer financial support for schooling after you leave the service?

Yes..... 1  
No..... 2

15b. Veterans of the military services can receive financial support for schooling. For those willing to place \$50-\$75 of their monthly pay in an educational savings account, the government will add \$2 for every \$1 they save during their tour of duty. The maximum amount of this benefit is \$8,100. Knowing this, would you be more likely, or not, to consider joining one of the active duty military services?

More likely..... ☐ → Would you be...  
Not more likely... 4 Much more likely..... 1  
Don't know..... 5 Somewhat more likely..... 2  
or, Just a little more likely... 3

15c. If you did not have to contribute a portion of your monthly pay in order to receive this educational benefit, would you be more likely, or not, to consider joining one of the active duty military services?

More likely..... ☐ → Would you be...  
Not more likely... 4 Much more likely..... 1  
Don't know..... 5 Somewhat more likely..... 2  
or, Just a little more likely... 3

16a. The military services offer a cash bonus of up to \$3,000 for enlisting. The bonus is offered only in certain combat related jobs and requires an additional year of service. It is paid at the end of your initial training. Please tell me how likely it is that you would join one of the active duty military services to get this bonus. Would you say "Definitely", "Probably", "Probably Not" or "Definitely Not"?

Definitely..... 1  
Probably..... 2  
Probably not..... 3  
Definitely not..... 4

16b. Assuming that everything else about the military services stays the same as it is now, if the cash bonus were increased to \$5,000, would you be more likely, or not, to consider joining one of the active duty military services?

More likely..... ☐ → Would you be...  
Not more likely... 4 Much more likely..... 1  
Don't know..... 5 Somewhat more likely..... 2  
or, Just a little more likely... 3

17. The starting monthly pay for an enlisted man in the military is \$449. Assuming that everything else about the military services stays the same as it is now, if the starting pay were increased by \$100 a month, would you be more likely, or not, to consider joining one of the active duty military services?

More likely..... ☐ → Would you be...  
Not more likely... 4 Much more likely..... 1  
Don't know..... 5 Somewhat more likely..... 2  
or, Just a little more likely... 3

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(66-67 open)

12a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC) Do you consider that Extremely Important, Important, Not Important, Not at All (REPEAT FOR EACH CHARACTERISTIC)

CHARACTERISTICS	Extremely Important	Very Important	Fairly Important	Not Important	Not at All
( ) Employer treats you well.....	1	2	3	4	5
( ) Teaching you a valuable trade or skill.....	1	2	3	4	5
( ) Gives you the job you want.....	1	2	3	4	5
( ) Gives you an opportunity for a good family life.....	1	2	3	4	5
( ) Retirement income.....	1	2	3	4	5
( ) Enjoy your job.....	1	2	3	4	5
( ) Developing your potential.....	1	2	3	4	5
( ) Job security, i.e., a steady job.....	1	2	3	4	5
( ) Good income.....	1	2	3	4	5
( ) Being challenging work.....	1	2	3	4	5
( ) Being able to make your own decisions on the job.....	1	2	3	4	5
( ) Recognition and status.....	1	2	3	4	5

12b. I am going to read the list of job characteristics. As I read each characteristic, please tell me whether you think it is more likely to occur in the military services or in civilian jobs. (READ FIRST CHARACTERISTIC) Would you say that it would be much more likely or somewhat more likely to occur in the military services or civilian jobs?

CHARACTERISTICS	More Likely	Either More or Less Likely	Less Likely	Summit
( ) Employer treats you well.....	1	2	3	4
( ) Teaching you a valuable trade or skill.....	1	2	3	4
( ) Gives you the job you want.....	1	2	3	4
( ) Gives you an opportunity for a good family life.....	1	2	3	4
( ) Retirement income.....	1	2	3	4
( ) Enjoy your job.....	1	2	3	4
( ) Developing your potential.....	1	2	3	4
( ) Job security, i.e., a steady job.....	1	2	3	4
( ) Good income.....	1	2	3	4
( ) Being challenging work.....	1	2	3	4
( ) Being able to make your own decisions on the job.....	1	2	3	4
( ) Recognition and status.....	1	2	3	4

14a. Have you ever seen or heard any advertising for the military services' Delayed Entry Program?

Yes..... 1  
No..... 2

14b. If you please tell me what you know about how the Delayed Entry Program works? (DO NOT READ ALTERNATIVES)

Can come into service at a future date; up to 12 months.....	1
Order to get job(school/skill) you want.....	2
Order to get location you want.....	3
Can join while in school and can finish while in school.....	4
Gives you guarantee; unspecified.....	5
Offered by the Air Force.....	6
Offered by the Army.....	7
Offered by the Marine Corps.....	8
Offered by the Navy.....	9
Order (RESCUE).....	10
Don't know.....	11

DD FORM 100-100  
100-100-100

156. From time to time people have discussed mandatory registration for all young men in your age group. If a military draft were ever to become necessary, this registration list is needed to select people for military service. How would you feel if you personally were required to register under such a plan? (Mark X in the space provided.) (READ ALTERNATIVES)

- Strongly in favor of it..... 1  
Somewhat in favor of it..... 2  
Neither in favor nor against it..... 3  
Somewhat against it..... 4  
or, Strongly against it..... 5

158. If you personally were required to register, would you be more likely, or less likely to consider joining one of the active duty military services?

- More likely..... 1  
Less likely..... 2  
Don't know..... 3  
or, Just a little more likely..... 4  
or, Just a little less likely..... 5

## CLASSIFICATION SECTION

Now, I have a few questions to help us put our participants into proper groups. Remember that the information you give us is completely confidential.

159. Are you married, single, separated or divorced?

- Married..... 1 (SKIP TO Q. 20)  
Single..... 2  
Separated/Divorced/Widowed..... 3

160. Do you plan to marry in the next 12 months?

- Yes..... 1  
No..... 2

161. What was the highest educational level your father completed? If you are not sure, please give me your best guess.

- Did not complete high school..... 1  
Finished high school or equivalent..... 2  
Adult education program..... 3  
Business or trade school..... 4  
Some college..... 5  
4's and 8's..... 1  
3's and 7's..... 2  
2's and 6's..... 3  
1's and below..... 4

162. What (are) your average grades in high school? (READ LIST OF GRADES)

- 4's and 8's..... 1  
3's and 7's..... 2  
2's and 6's..... 3  
1's and below..... 4  
(DO NOT READ)..... 5  
(DO NOT READ)..... 6

163. What education program (are you/were you) in, in high school? (READ ALTERNATIVES)

- College preparatory..... 1  
Commercial or business training..... 2  
Vocational..... 3

164. Which of the following mathematics courses, if any, did you take and pass in high school?

- Elementary Algebra..... 1  
Intermediate Algebra..... 2  
Plane Geometry..... 3  
Trigonometry..... 4

(DON'T READ)..... 5  
None of these..... 6

165. Did you take and pass any science courses in high school which covered electricity or electronics?

- Yes..... 1  
No..... 2

166. Just to be sure we are representing all groups in our survey, please tell me whether you describe yourself as..... (READ LIST)

- White..... 1  
Black..... 2  
Asian or Pacific Islander..... 3  
American Indian or Alaskan Native..... 4  
Refused..... 5

(DON'T READ)..... 6

GO TO BACK OF YELLOW OPEN END ANSWER SHEET, PAGE 10, Q. 26 AND 27 TO RECORD RESPONDENT NAME, ADDRESS, TELEPHONE NUMBER AND SOCIAL SECURITY NUMBER

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MILITARY SERVICE STUDY  
Open End Answer Sheet  
PENCIL AND PAPER

DD FORM 100-100  
100-100-100

DD FORM 100-100  
100-100-100

6a. Will you please tell me everything you remember about an advertisement that included all of the military services that you have seen or heard recently? (WRITE) What did the advertising say? What did it show?

Have not seen advertising..... 0  
Have seen advertising, can't remember content..... X

(QU. 6b-6d NOT USED ON THIS VERSION.)

7. I am going to mention some slogans used by branches of the Armed Services in their advertising. After I read each slogan, please tell me which service uses it. The first slogan is (READ FIRST SLOGAN). Is this slogan used by all four active duty services together in the same ad or commercial? (The Army, the Air Force, the Navy or the Marine Corps? (REPEAT FOR EACH SLOGAN. DO NOT REPEAT BRANCHES. THE WORD "BLANK" MUST BE READ.)

START AT "X"  
(SEE INSTRUCTIONS)

Slogans

	ARMY	AIR FORCE	NAVY	Marine Corps	All Four Services Together in Same Ad or Commercial
( ) "BLANK. It's not just a job. It's an adventure."	1	2	3	4	5
( ) "BLANK. A great way of life."	1	2	3	4	5
( ) "The few. The proud. The BLANK."	1	2	3	4	5
( ) "Join the people who've joined the BLANK."	1	2	3	4	5
( ) "Maybe you can be one of us."	1	2	3	4	5
( ) "A chance to serve, a chance to learn."	1	2	3	4	5
( ) "This is the BLANK."	1	2	3	4	5
( ) "It's a great place to start."	1	2	3	4	5

GO TO WHITE QUESTIONNAIRE, QUESTION 8a, PAGE 3.